NOVEMBER 9, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Official end to tv quiz era: confessions on Capitol Hill — Page 39

FTC starts knuckle-rapping with L-O-F commercials — Page 56

Advertisers plan to plunk down 10% more in 1960 — Page 68

GET TO YOUR MARKET *FASTER* WITH Balaban...

The first jetliner service between commercial and purchase!

FLIGHTS LEAVING DAILY FROM...

WIL ST. LOUIS first in Hooper, Trendex, Pulse and Nielsen

WRIT MILWAUKEE first in Nielsen

KBOX DALLAS from 9th place to 2nd in the market in one year

The most experienced flagship stations in the nation

For reservations, see your nearest ROBERT E. EASTMAN Representative

THE BALABAN STATIONS

in tempo with the times

JOHN F. BOX, Jr., Managing Director

20 ½ HOURS A WEEK EDUCATIONAL PROGRAMMING
15 ½ HOURS OF TRAVEL AND ADVENTURE
10 ½ HOURS NEWS AND COMMENTARY
9 ½ HOURS OF WHAT'S NEW
WITH REAL PEOPLE

KCOP
LOS ANGELES'
PIONEER IN
NON-FICTION
PROGRAMMING!

REWARDING TO VIEWERS... because only via KCOP can the viewer get away from run-of-the-mill TV... from the old movies, westerns, detective shows, situation comedies and the endless reruns of old shows. KCOP offers none of this. It is truly the different channel in Los Angeles, in all Southern California... and the ratings prove the viewers find it most rewarding!

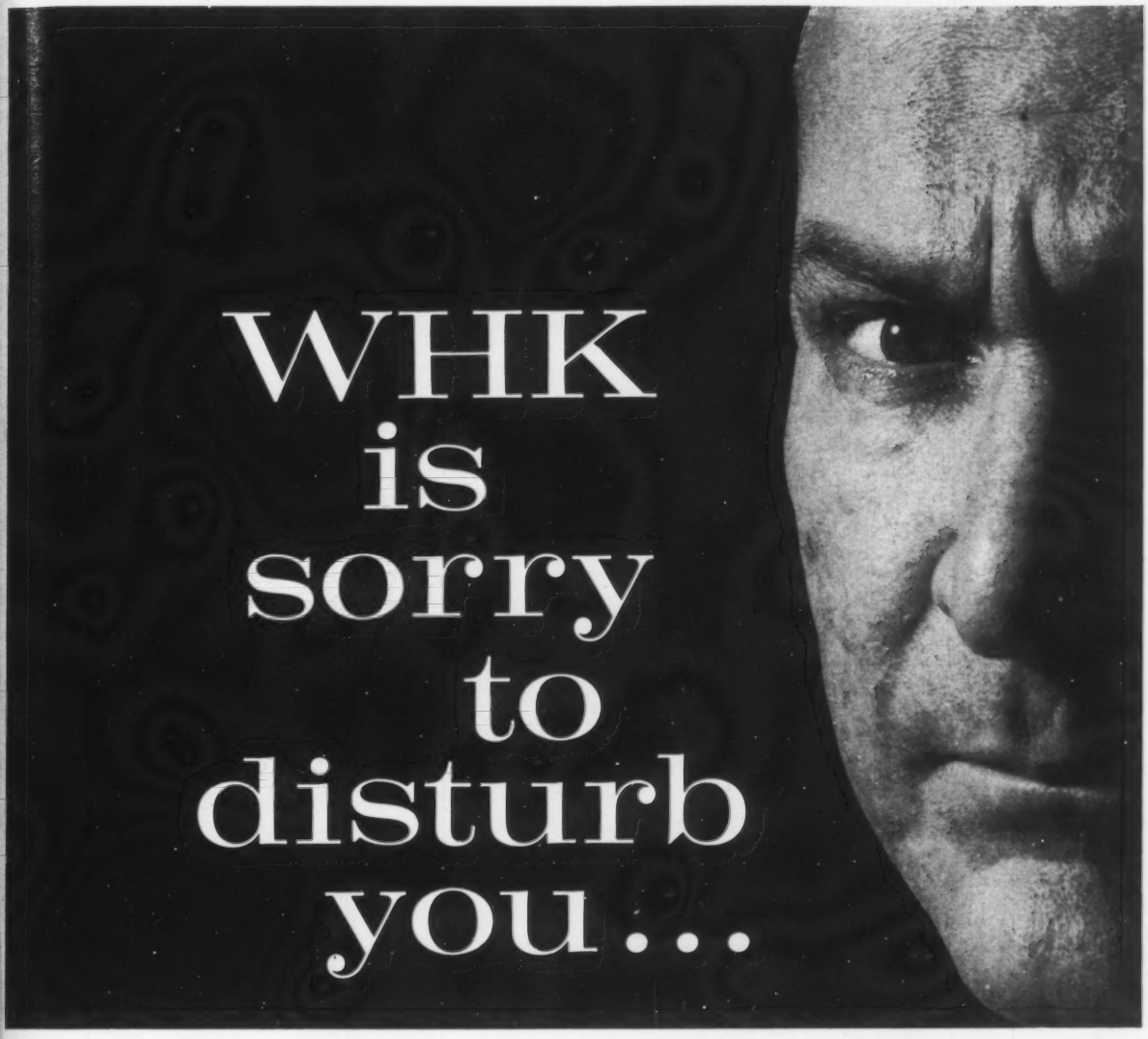
REWARDING TO SPONSORS... because through KCOP, and only KCOP, you reach a different audience. Men and women who want to be informed as well as entertained. Who want to escape from what is currently called TV's realm of escapism. KCOP's audience is down-to-earth, in a far better mood to listen to and accept your sales message. KCOP is future TV today!

The Most Copied Station in the Nation

KCOP

Los Angeles' Most Powerful Television Station

INVESTIGATE SOUTHERN CALIFORNIA'S BEST BUY NOW! CALL EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES



. . . with its quick rise to the top of Cleveland radio. But there's no getting away from what happened:

In January of this year we were dead last.
In February new management took over . . . and this summer
we took over first place among all Cleveland radio stations.
Current all-day average: 24.5%*

We know how it is, when the buys which once gave peace-of-mind start ulcerating. So now that *we're* the buy that brings tranquility, we promise to keep your anxiety at a minimum. One way is to *stay* first, which we aim to do by continuing to provide—and to improve—the new kind of radio service we brought to Cleveland. Another way is to let you talk to Harvey Glascock (EXpress 1-5000). He gives you a feeling of stability. Or, we'll send somebody from Blair, to *sell* you some comfort.

**Hooper, Aug.–Sept., 7 a.m.–6 p.m. Mon.–Fri.*

WNEW NEW YORK CITY AM-FM

WNEW NEW YORK CITY TV

WTTG WASHINGTON, D. C. TV

THE NEW **WHK**

the new sound and the new sell of radio . . . in

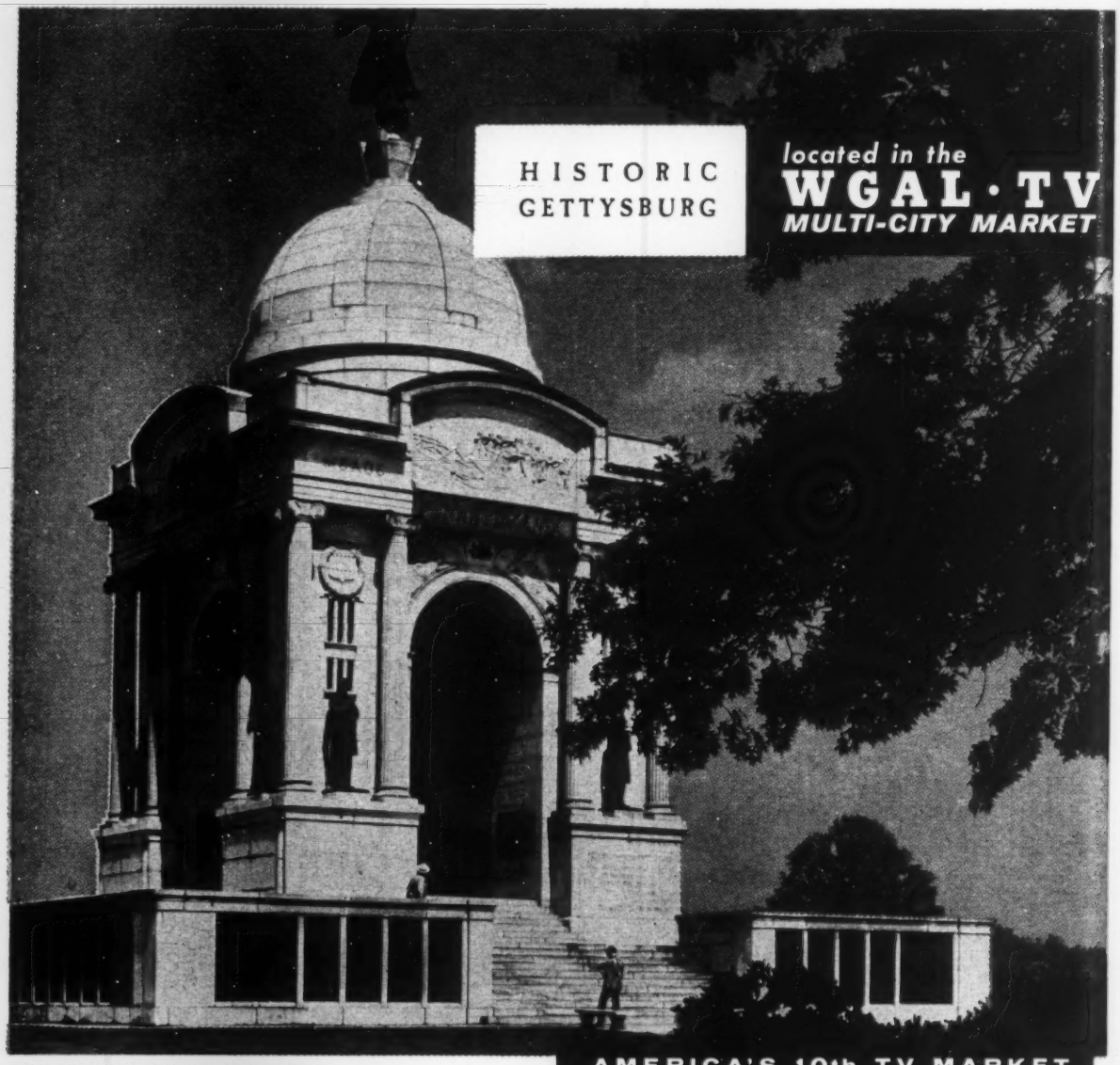
CLEVELAND

5000 EUCLID AVE. • TELEPHONE: EXPRESS 1-5000

HARVEY L. GLASCOCK
Vice President & General Manager

JOHN BLAIR
Exclusive National Representative

DIVISION OF METROPOLITAN BROADCASTING CORPORATION



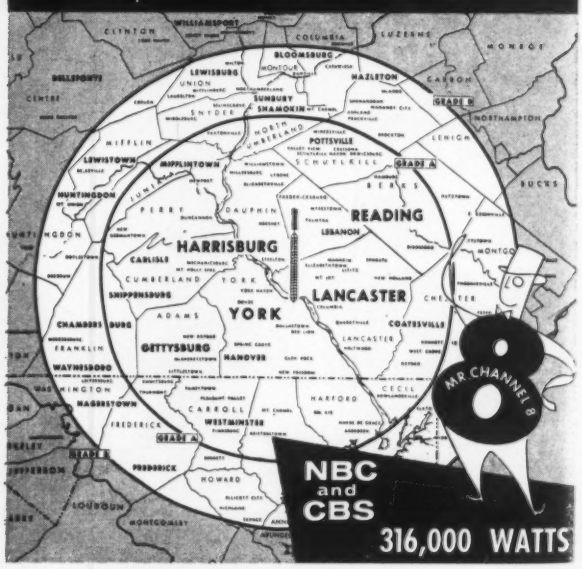
PENNSYLVANIA STATE MEMORIAL AT GETTYSBURG

The WGAL-TV market is richly steeped in tradition. This broad area has always been—and *is*—prosperous and stable . . . has $6¾ billion in annual income, spends $3¾ billion in retail sales. WGAL-TV delivers depth coverage in its many cities, is first with viewers in Lancaster, Harrisburg, York and numerous other cities.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

AMERICA'S 10th TV MARKET



Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Good bet • Odds are that Jim Aubrey will become president of CBS Television Network—perhaps within weeks. He's been running network since President Lou Cowan was hospitalized Oct. 21 with blood clot in leg. It's reported doctors have tried to discourage Mr. Cowan from immediately resuming heavy duties of network presidency.

Return of natives • CBS Radio which suffered number of defections after instituting its Program Consolidation Plan (PCP) may witness return of some stations, including perhaps one 50 kilowatter. It's learned that at least two affiliates already have discussed reaffiliation with CBS Radio President Arthur Hull Hayes and that others which defected may have become disenchanted in attempting independent operation without network news and special events programming.

FCC and quizzers • Nettled by Congressional allegations that FCC did nothing and intends to do nothing about tv quiz rigging scandals, FCC commissioners have been talking among themselves about need to put out "white paper." Discussions have gotten to point where commissioner-only meeting was held last Wednesday morning—even before agenda was taken up—to try and bring thinking into focus.

Just what FCC will say (if anything) is conjectural, but individual commissioners and staff have emphasized these points: When quiz scandals first broke, FCC queried networks and decided they had been duped and were not culpable. Commission has no jurisdiction over independent packagers. No law has been broken—except moral law. Commission cannot act on individual programs, but facts will be considered when network-owned station licenses come up for renewal. And FCC investigation of network programming practices is still underway.

Legal holiday • Bonanza in litigation is in offing as outcropping of tv quiz-rigging, according to some lawyers. They foresee scores of damage suits against sponsors, networks and package firms by unsuccessful contestants who may claim they were gypped of vast sums of money because answers were fed to their opponents. They also foresee competitive companies filing civil antitrust suits against quiz sponsors for unfair trade practices, asking for accounting of profits during big business upsurge by quiz sponsor and for fair share of allegedly ill-begotten income. Attorneys are dead serious about legal basis for such suits.

One beneficiary of blood-letting before House Committee's tv quiz inquiry is Internal Revenue Service. Every time there's mention of money being paid to someone (like testimony of Max Hess that he paid $15,000 to get employee on $64,000 Question *and to tv columnist Jack O'Brian and to syndicated columnist Bob Considine) IRS staff checks recipients' files to make sure such income was reported.*

Network reps • Whether CBS and NBC television affiliates repped by their networks in national spot sales will appeal FCC's ruling prohibiting such representation, effective Dec. 31, 1961, will be determined at meetings to be held within next fortnight. (NBC intends to appeal to U.S. Court of Appeals but CBS has not yet reached determination pending study of opinion, adopted finally Oct. 30 but released Nov. 2.) Five affiliated stations represented by NBC Spot Sales will meet in New York Nov. 10 in conjunction with NBC network affiliates meeting, at call of Nathan Lord, general manager of WAVE-TV Louisville. CBS group meets in Chicago, Nov. 19, coincident with TvB sessions, at call of John S. Hayes, WTOP-TV Washington and WJXT (TV) Jacksonville, Fla., who heads group.

Meanwhile there's considerable activity by reps in pitching for representation of stations which would become free agents if FCC severance order sticks. While nothing definitive has developed, network-repped outlets are talking various alternatives separately and collectively, including (1) setting up their own organization with key personnel possibly recruited from existing network spot sales organizations; (2) going en masse to established rep firm; (3) operating on branch office basis. Also mentioned but regarded as extremely unlikely is possibility of groups "crossing lines" with NBC's-repped affiliate moving to CBS Tv Spot Sales and CBS affiliates doing same with NBC. Under FCC's order, this, according to responsible opinion, is permissible but question arises as to feasibility.

NBC endorsement • Clearances under NBC Radio's new combination network-ing-and-program-service plan (BROADCASTING, Oct. 19) are beginning to come in, and network officials say they're pleased with trend. Returns already in from 61, broken down as follows: 49 promised 100% clearance of network programming immediately upon start of plan (scheduled Jan. 1); 12 said they would clear 100% and would indicate effective dates at Nov. 11 annual meeting of NBC radio and tv affiliates in New York; one said he didn't like plan, would clear some but not all programs. This last one, unless he changes mind, presumably will not be renewed when current contract expires. Network's position is that stations must clear 100%, though it's willing to allow some flexibility if needed while real problems are being worked out.

While NBC Radio gets ready to switch to new format Jan. 1 (see above), progress is being made on another radio front. Radio World Wide, group of major-market stations formed to provide program service to members, apparently is getting its plans close to operational state. Members are not ready to talk, but it's understood they've set at least tentative target date of Dec. 31 for start of service.

IBM on tv • Important new prestige account may be added to television's client roster almost any time now. It's International Business Machines, reportedly looking around for program up to its specifications. Benton & Bowles is IBM agency.

House 'rigging'? • Take it or leave it, but one story floating about Washington is that Oren Harris' Legislative Oversight Committee decided to grab tv quiz rigging inquiry after Emanuel Celler's Judiciary Committee had made plans to undertake probe—albeit from a different angle. Rep. Celler (D-N.Y.) always has manifested extreme interest in all phases of show business indigenous to New York.

If Judiciary Committee, rather than Oversight Subcommittee, had conducted inquiry, would result have been different? There's no answer to that now but it's generally agreed that if New York grand jury "presentment" on its quiz inquiry of last July had been released instead of impounded by court, entire affair might have blown over quickly.

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OVER
3,000
FEATURE
FILM
TITLES

CBS

MORE
THAN
ALL
OTHER
STATIONS
COMBINED

CBS

MGM
•
RKO
•
20th CENTURY
FOX
•
ALLIED
ARTISTS
•
PARAMOUNT
•
UNITED
ARTISTS

EXPERIENCED HANDS to help build your sales in one of America's most prosperous markets. Call BLAIR today for top rated minutes.

a **STORER** station

National Representatives
BLAIR TELEVISION ASSOCIATES

WEEK IN BRIEF

MR. DANIELS

Agencies: plagued with meetings • To many brainstorming sessions are stifling the creativeness of advertising agencies. More "lonely people" who know what they are doing and want to do their jobs better than anyone else are needed according to Draper Daniels, executive vice president in charge of creative services, Leo Burnett Co., Chicago. He states his case in MONDAY MEMO. Page **29.**

The scar in tv's image • A second national survey by Sindlinger finds that public's opinion of tv has fallen as result of Charles Van Doren's testimony. Page **37.**

An idol falls • Charles Van Doren confesses he was completely rigged. Others charge fixes on *$64,000 Question*, *$64,000 Challenge* and several other shows. Page **39.**

FTC war on deceptive tv • FTC chairman announces saturation campaign against false tv commercials; first blow comes with charges against Libbey-Owens-Ford, General Motors. L-O-F, its agency and producers stoutly deny any 'trickery.' Tv Code Board officials meet with FTC executives. Page **56.**

Agency conclave • Mutual problems of agency executives explored at eastern conference in New York of American Assn. of Advertising Agencies. Media planners demonstrate how and what they buy in a simulated exercise; tv-radio workshops a highlight. Page **62.**

Ad budgets going up • Ten per cent average increase foreseen for 1960, Assn. of National Advertisers reports after survey of member companies. Big spenders will spend bigger. Page **68.**

ANA looks at quizzes • Effect of investigation on tv programs and advertising to be explored in closed meeting at annual meeting of Assn. of National Advertisers. Page **68.**

High interest marks BPA convention • The subjects are routine everyday problems, but delegates to the Broadcasters Promotion Assn. meeting in Philadelphia attack them with gusto. BPA signs 102 new members. Page **74.**

Corinthian appoints H-R • Five tv and two radio stations' national sales representation consolidated by Corinthian with H-R Representatives and H-R Television. Page **80.**

First test of new Sec. 315 • Mayoralty candidate claims WCAU-TV Philadelphia refused equal opportunities on air with other candidates in news interview type program. FCC says it cannot determine that station faulted and it would be up to complainant to prove program was not bona fide news program. Question of reasonable opportunity to present conflicting views also raised. Page **84.**

ASCAP accord seen • Major issues reported tentatively resolved in latest negotiations for new ASCAP radio music licenses. Formula developed for deduction of talent charges. Three other issues to be left for court decision. Page **90.**

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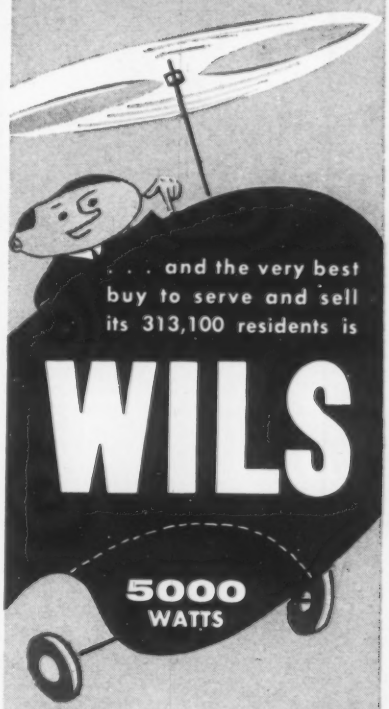
THE LANSING* MARKET IS MOVING UP . . .



Take a look at the latest Hooper (J-F, 1959)

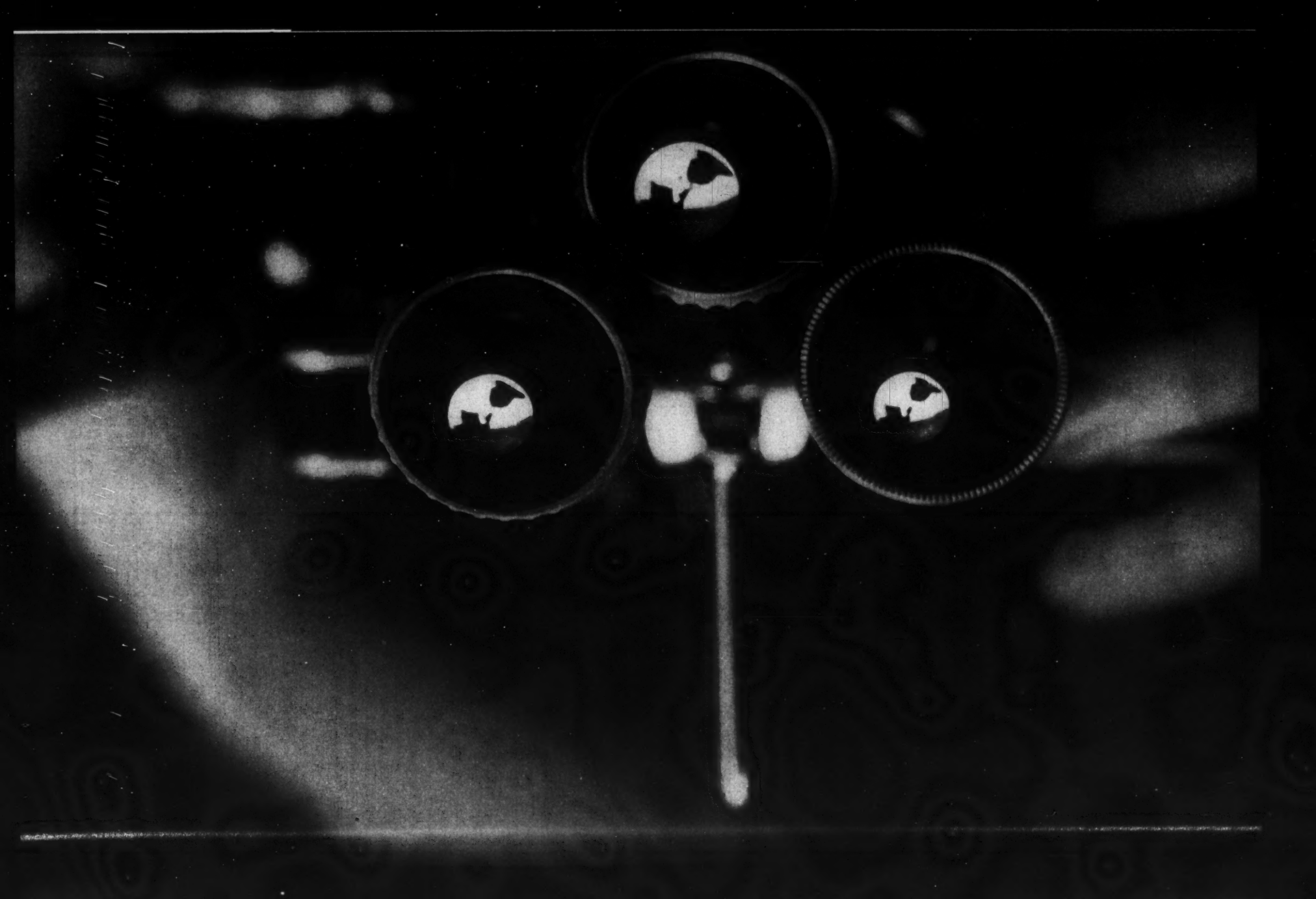
TIME	WILS	STATION B
Mon-Fri 7:00 am 12:00 noon	57.0	26.5
Mon-Fri 12:00 noon 6:00 pm	66.2	16.3

* Michigan's capital city market now boasts
- 91,960 households
- $366,285,000 retail sales
- $588,989,000 spendable income

Represented by VENARD, RINTOUL & McCONNELL, Inc.

WILS is associated with WILX-TV NBC • CHANNEL 10 studios in Lansing – Jackson – Battle Creek and WPON - PONTIAC

920



ON THE BALL!

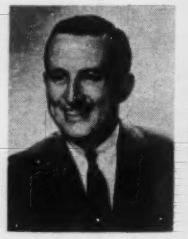
From any angle, NEWSFILM is the number one television news-gathering service in the world today.

World-wide! NEWSFILM is seen by more people than any other television news. In 81 United States markets (including all 10 of the top 10). Also in Canada, Mexico, Puerto Rico, Honduras, Venezuela, Costa Rica, El Salvador, Colombia and Peru. Overseas, NEWSFILM subscribers are in Great Britain, Switzerland, Luxembourg, Spain, Sweden, Finland, Poland, Western Nigeria, Japan and Australia.

World-wise! NEWSFILM boasts the most experienced television news force on earth, and the largest. Trained by famed CBS News, its more than 500 cameramen and reporters, stationed around the globe, gather 12 minutes of headline-fresh world news a day... available to all stations, regardless of their affiliation. Best of all, NEWSFILM delivers the news every day, with no weekend hiatus.

Circulation, coverage, service... no matter how you look at it, NEWSFILM is the best news for you.

CBS FILMS



Donald M. Ross
Manager
Robert E. Eastman
& Co., Inc.
Los Angeles Office

TIME SIGNALS

"Turn on the radio and get the time."

Millions of people check time via radio. That's why sponsorship of time signals is one of the best media buys you can find. The multi-access, ambi-active character of today's radio makes it a vital information medium to America's population on the go.

Shrewd local advertisers know the attention and association value of time signal sponsorship. At the national level it's a splendid tie-in approach for many time saving ready mixes or instant products, too.

Spot Radio time signals offer greater value today than ever before. Capitalize on this. Time no longer just flies—it sells!

Don

P.S. To sell the surging Pacific Northwest market your best time buy is KJR, Seattle, KXL, Portland, KNEW, Spokane—The Northwest Nugget Stations.

robert e. eastman & co., inc.

representing major radio stations

WNEW	WIL	KLAC	KJR	KXL
KNEW	WRIT	CKLW	WHBQ	KXOL
KBOX	WING	WCOL	KDEO	WARM
KQEO	WPTR	WSBA	WAAB	WKLO
KLEO	WEEP	KTOK	WSAV	KSYD
KWKY	WAMS	KXLR	WZOK	KRIZ

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

NOVEMBER

Nov. 8-11—Annual fall meeting, **Assn. of National Advertisers**, The Homestead, Hot Springs, Va. "Television and Radio Advertising Problems" to be subject of closed workshop meeting Nov. 9, with Howard Eaton, Lever Bros. media director, in charge. "A New Way to Measure Advertising Effectiveness" to be presented by William Hesse, executive vice president, Benton & Bowles, also Nov. 9. Marketing, advertising planning and ANA advertising aids to be examined Nov. 10; advertising case histories Nov. 11.

Nov. 8-12—**Theatre Owners of America** (in conjunction with **National Assn. of Concessionaries** and **Allied States Assn. of Motion Pictures**), Sherman Hotel, Chicago. If past patterns prevail, toll tv could again become issue.

Nov. 9—**Assn. of Broadcast Executives of Texas**, Western Hills Inn, Dallas-Fort Worth. Guest speaker: Harold E. Fellows, president, NAB.

Nov. 9—**Arizona Broadcasters Assn.** annual meet, Valley Hotel, Scottsdale.

Nov. 9—**UPI Broadcasters of Georgia** organizational meet, Riviera Motel, Atlanta.

Nov. 9-10—**Institute of Radio Engineers**, radio fall meeting. Syracuse Hotel, Syracuse, N.Y.

***Nov. 10**— **Philadelphia Club of Advertising Women** will hear talk on tv commercials by John W. Esau, vice president-associate managing director of copy department of N.W. Ayer & Son Inc. Phila., at 6:30 dinner meeting, Poor Richard Club, 1319 Locust St.

Nov. 10—**Academy of Television Arts & Sciences** at Los Angeles, forum on good and bad commercials, 8 p.m. general membership meeting, Beverly Hilton Hotel, Beverly Hills, Calif. Stan Freberg, president, Freberg Unlimited, producer of radio-tv commercials, and W.S. Sharps, British writer, are featured speakers.

Nov. 10—**Assn. of Maximum Service Telecasters** special board of directors meeting, Mayflower Hotel, Washington, D. C.

Nov. 11-13—**NBC radio-tv affiliates**, Plaza Hotel, New York. FCC Comr. Robert E. Lee will be one of featured speakers opening day, addressing radio affiliates on "Networks—In Defense." Tv affiliates hold 13th annual meeting Nov. 12 and closed-business sessions Nov. 13.

Nov. 11-13—U. of Missouri School of Journalism-Missouri Broadcasters Assn. **Broadcast news seminar**, at the university, Columbia. Topics for group discussion include "Radio News, Theory & Practice," "Freedom of Access," "Politics vs. Radio & Tv," "Problems of Obtaining News From Hospitals & Doctors," "Organizing the Local Newsroom," "New Techniques in News Presentation," "Taste in News—What to Use & How to Use it," "Relationship Between News & Sales Management," "Broadcast News & the Law," and "The Juvenile Code."

Nov. 11-14—**Sigma Delta Chi** (professional journalistic fraternity) 50th anniversary convention, Indianapolis. Guest speaker: Vice President Richard M. Nixon.

Nov. 13—**Colorado Broadcasters & Telecasters Assn.**, Brown Palace, Denver.

Nov. 13-14—**Country Music Disc Jockey Festival** (eighth event sponsored by WSM Nashville), Andrew Jackson Hotel there. Dr. Spencer Thornton, who has appeared on **Jack Paar Show** and **NBC's Monitor**, will speak.

Nov. 13-29—**Screen Directors Guild of America** exhibition of modern painting and sculpture, 7950 Sunset Blvd., Los Angeles.

Nov. 14—**West Virginia AP Broadcasters** news study seminar, Charleston Press Club, 2 p.m. There will be a section on sports.

Nov. 15-21—**National Television Week**, sponsored by **NAB** and **Television Bureau of Advertising**. Theme: "Television—In Focus With Modern America."

Nov. 15-22—**American Society of Association Executives** 40th annual meet, Boca Raton, Fla. **George Romney**, president of **American Motors Corp.**, Detroit, will be named "Association Man of the Year."

***Nov. 16**—**Hollywood Ad Club** luncheon at Hollywood Roosevelt Hotel. Richard D. Sharp, marketing director, Packard Bell Electronics Corp., will tell "The Packard Bell Story." Jack Haynes, vice president, Robinson, Fenwick & Haynes (Packard Bell's agency), will be chairman.

***Nov. 16**—**Sales Executives Club**, Mayflower Hotel, Washington. Speaker: Robert Hurleigh, president, MBS.

Nov. 16—**Western States Advertising Agencies Assn.** dinner meet, Nikabob restaurant, Los Angeles. Doug Anderson, president, Anderson-McConnell Adv., will chair program on media relations.

Nov. 17—Radio & Television Executives Society begins its 1959-60 timebuying-selling seminar. C. Terence Clyne, radio-tv vice president, McCann-Erickson, and David Levy, NBC-TV program-talent vice president, discuss "Tv programming, its problems and prospects." Hotel Lexington, New York, noon-2 p.m. First of 16 weekly programs.

Nov. 17—**Academy of Television Arts & Sciences** at New York, forum on international tv, Young Men's-Young Women's Hebrew Assn., Lexington Ave. at 92nd St.

Nov. 17—**California Broadcasters Assn.**, Ambassador Hotel, Los Angeles.

Nov. 18—**Washington State Assn. of Broadcasters** and **Oregon Assn. of Broadcasters** joint meet, Olympic Hotel, Seattle.

Nov. 18—**East Central Region** annual meeting, **American Assn. of Advertising Agencies**, Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18—**Maine Radio & Television Broadcasters Assn.**, Augusta House, Augusta. Fred A. Palmer, Worthington, Ohio, sales consultant, on "Put Your Best Foot Forward."

Nov. 18-20—**Television Bureau of Advertising**, annual meeting, Sheraton Hotel, Chicago.

Nov. 19—**Tennessee AP Radio Assn.** fall meeting, Andrew Jackson Hotel, Nashville. In conjunction with **Tennessee Assn. of Broadcasters.**

Nov. 19-20—**Institute of Radio Engineers** Professional Group on Nuclear Science, Sixth Annual Meeting, with special emphasis on nuclear science and space exploration, electronics for plasma production and diagnostics, research instrumentation for high energy nuclear science, nuclear reactor instrumentation and control and automatic systems for nuclear data processing. Boston, Mass.

Nov. 19-20—**Tennessee Broadcasters Assn.**, Andrew Jackson Hotel, Nashville.

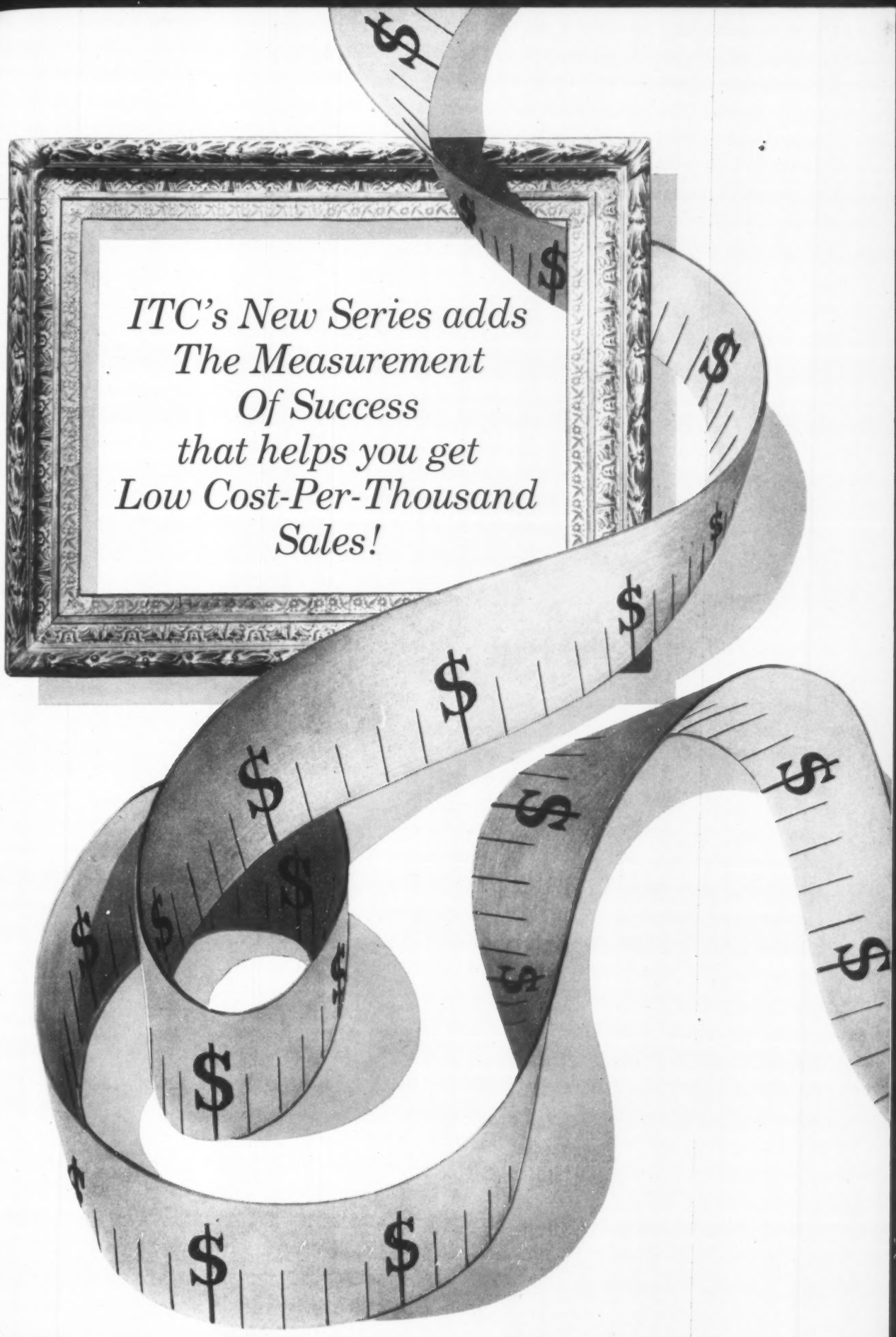
Nov. 20—Comments due in FCC proposed rule-making (Docket 6741) to duplicate **Class 1-A clear channels** in various sections of the U. S.

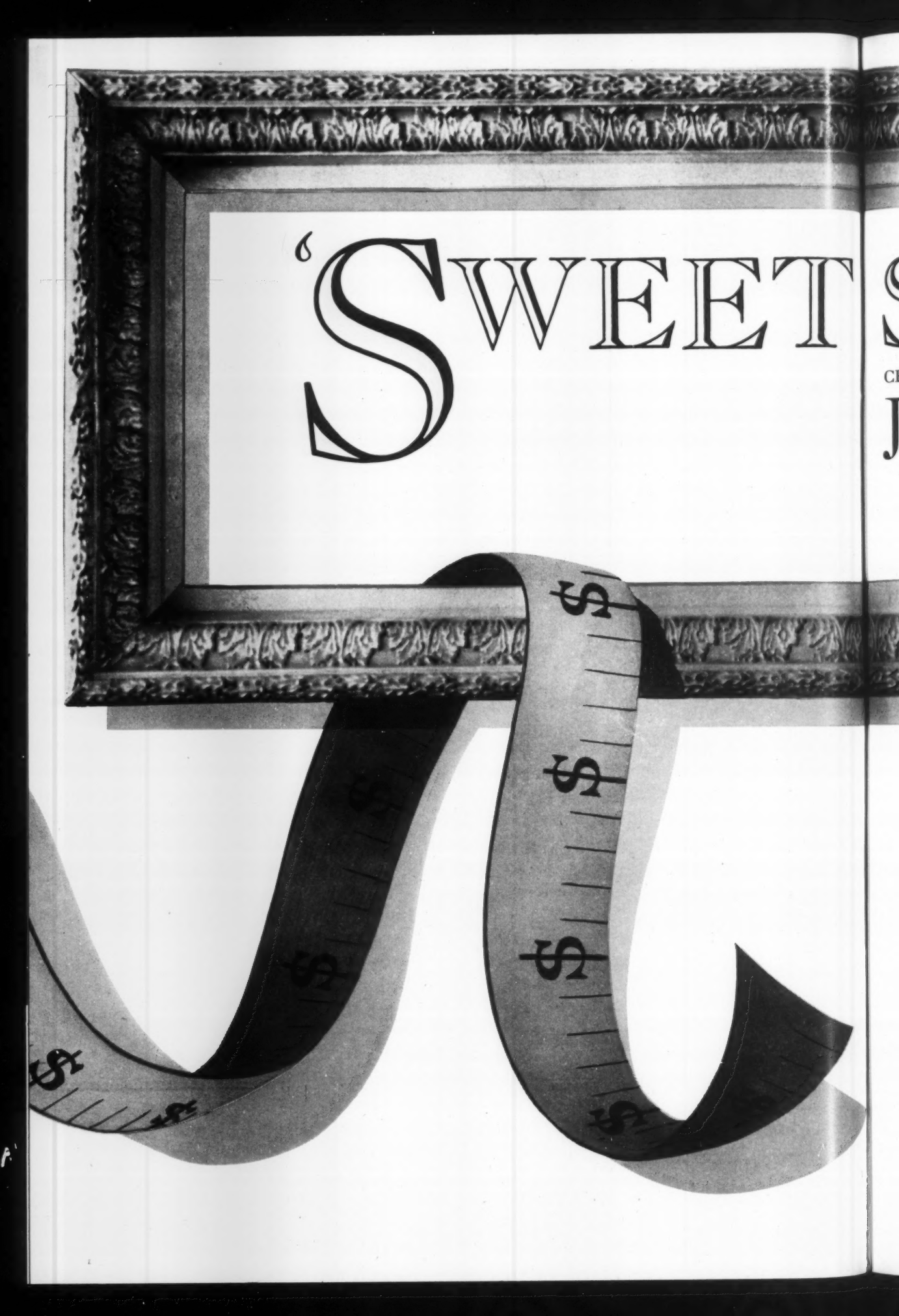
Nov. 22-24—**American Bar Assn.** national conference on judicial selection-administration, Chicago. In conjunction with American Judicature Society and Institute of Judicial Administration. News, government, political and bar group representatives are invited. Radio, tv and press will receive special invitations to attend a "landmark" meeting to discuss basic problems of the courts, "with emphasis on better methods of selecting judges."

***Nov. 23**—**Sales Marketing Executives of Chicago** and **Milwaukee**, combined meeting, Congress Hotel, Chicago. Speaker: Robert Hurleigh, president, MBS.

Nov. 23-25—**Women's Advertising Clubs'** midwestern intercity conference, Oakton Manor, Pewaukee, Wis.

***Nov. 24**—Radio & Television Executives Society timebuying-selling seminar. Henry Brenner, president, T. V. Q., and Albert E. Sindlinger, president, Sindlinger & Co., answer "What's New In Noise


ITC's New Series adds
The Measurement
Of Success
that helps you get
Low Cost-Per-Thousand
Sales!


'SWEET
CH
J

SUCCESS'

CREATED AND PRODUCED BY 3-TIME EMMY AWARD-WINNER

JACK DOUGLAS

Creator of:
"Bold Journey"
"Search for Adventure"
"Kingdom of the Sea"

Now for the first time on television . . . the dazzling world of success becomes a reality for television viewers. 30 whirlwind days in the life of a successful American captured in a half-hour of unusual entertainment each week. The ideal warm, friendly, non-violent frame for your commercial message. The American Dream come true . . . that fires everyone's imagination.

See for yourself the unprecedented emotional involvement in a world where viewers can rub shoulders with the successful, and their famous friends from the fabulous world of entertainment – from the screen, the stage, television – and from the "never-never" world of high society – in glamorous and exciting living – as they and you enjoy "Sweet Success."

INDEPENDENT TELEVISION CORPORATION

488 MADISON AVENUE • NEW YORK 22 • N. Y. • PLAZA 5-2100

ITC OF CANADA, LTD.

100 UNIVERSITY AVENUE • TORONTO 1 • ONTARIO • EMPIRE 2-1166

AH, BUT THE TAIL DOES WAG THE DOG!

27 minutes of best-in-show entertainment. Blue ribbon audience ratings by the yard. But when it comes to the payoff question of *profit*, it's those 3 minutes of *product sell* that count. At N. W. Ayer & Son we take pride in our record in Show Business. But we take even greater pride in our record of selling goods. In Radio-TV it's the *commercial* that gets the order . . . the message that's exactly right for product, problem, audience...the "tail" that wags the dog. **N. W. AYER & SON, INC.**

The commercial is the payoff

Counting?" Hotel Lexington, New York, noon-2 p.m.

Nov. 25—Radio & Television Executives Society luncheon. Robert Saudek of Saudek Assoc.; John P. Cunningham, board chairman, Cunningham & Walsh, and John F. White, president, National Education Tv & Radio Center take part in symposium on educational tv. Grand Ballroom, Roosevelt Hotel, N.Y.

*Nov. 27-29—National Assn. of Tv & Radio Farm Directors annual fall convention (in conjunction with International Livestock Exposition and 4-H Congress), Conrad Hilton Hotel, Chicago. Nov. 30—Chicago Area Agricultural Assn. luncheon hosted by NATRFD.

Nov. 29-Dec. 1—First annual communications forum for broadcasters, Pennsylvania State U. Speakers in "Broadcasting: The Challenge of Responsibility" forum include Robert D. Swezey, Sig Mickelson, president, CBS News; Edward Stanley, public affairs director, NBC; Ralph Renick, president, Radio-Television News Directors Assn. and news vice president, WTVJ (TV) Miami, Fla.; Dr. Charles Seipmann, communications education professor, New York U.

Nov. 30—Academy of Television Arts & Sciences at New York, forum on music for television, NBC.

Nov. 30-Dec. 4—National Sales Executives-International Southeastern Field Sales Management Institute, Atlanta Biltmore Hotel, Atlanta, Ga.

DECEMBER

*Dec. 1—Radio & Television Executives Society timebuying-selling seminar. George Huntington, vice president-general manager, Television Bureau of Advertising and Horace S. Schwerin, president, Schwerin Research Corp., delve into "Sponsor Identification—What's It Worth?" Hotel Lexington, New York, noon-2 p.m.

Dec. 2-4—Electronic Industries Assn. winter conference, Statler-Hilton, Los Angeles.

*Dec. 4—NAB convention committee, NAB headquarters, Washington.

*Dec. 8—Radio & Television Executives Society timebuying-selling seminar. Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

*Dec. 8—Academy of Television Arts & Sciences forum on tape vs. film, Beverly Hilton Hotel, Beverly Hills, Calif.

*Dec. 8—Advertising Club of Boston, Hotel Statler. Speaker: Robert Hurleigh, president, MBS.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

*Dec. 15—Radio & Television Executives Society timebuying-selling seminar. Kevin B. Sweeney, president, Radio Adv. Bureau, presents latest radio data. Hotel Lexington, New York, noon-2 p.m.

*Dec. 31—Academy of Television Arts & Sciences New Year's Eve ball, Beverly Hilton Hotel, Beverly Hills, Calif.

JANUARY 1960

*Jan. 5—Radio & Television Executives Society timebuying-selling seminar. Louis Hausman, director, Television Information Office, and Gilbert Seldes, author, critic and director of Annenberg School of Communications, U. of Pennsylvania, provide "A Critique At Mid-Season." Hotel Lexington, New York, noon-2 p.m.

Jan. 6-9—High Fidelity Music Show, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

*Jan. 8—Academy of Television Arts & Sciences "close-up" dinner-show testimonial to Arthur Godfrey, Waldorf Astoria, New York. (Rescheduled from original announcement for Dec. 4 at Seventh Regiment Armory.)

Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

*Jan. 12—Radio & Television Executives Society timebuying-selling seminar. H. P. Lasker, vice president in charge of sales, Crosley Broadcasting Corp., and William E. (Pete) Matthews, vice president-director, media relations-planning, Young & Rubicam, view "How Many Commercials Make Too Many?" Hotel Lexington, New York, noon-2 p.m.

Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

*Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr.,

ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Adell Chemical Company is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis; Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9 CEDAR RAPIDS

Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

Another thriller-diller from WJRT—

"Did I goof, Chief?"

"Afraid so, Ponsonby. Next time someone wants the most efficient way to reach Lansing, Flint, Bay City and Saginaw, send 'em via WJRT."

Whooosh! On the wings of a Grade "A" or better signal, WJRT messages are beamed to four big metropolitan areas: Flint, Lansing, Saginaw and Bay City. It's the most efficient way there is to reach this rich mid-Michigan market and its nearly half a million TV households. Here, in a single-station buy, is the heart of Michigan's *other* big market. And here is your chance to buy it all in one swoop. But hurry; we're selling the spots off it.

WJRT

CHANNEL **12** FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board, SSC&B, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.

*Jan. 22-24—Advertising Assn. of West midwestern conference, Lafayette Hotel, Long Beach, Calif.

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

*Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

*Jan. 26—Academy of Television Arts & Sciences forum on international television, Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism.

Jan. 27—Advertising Research Workshop, **Assn. of National Advertisers, Hotel Sheraton-East, New York.**

*Jan. 29—Adcraft Club of Detroit, Statler Hotel. Speaker: Robert Hurleigh, president, MBS.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

FEBRUARY 1960

*Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

*Feb. 5—Advertising Federation of America mid-winter conference, Statler-Hilton Hotel, Washington.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prize-winners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teenagers, CBS Studio 52.

*Feb. 8—Minneapolis Sales Executives Club, Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

*Feb. 9—Radio & Television Executives Society timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitzgerald-Sample, discuss the "Station Image Factor In Timebuying." Hotel Lexington, New York, noon-2 p.m.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel there.

*Feb. 16—Radio & Television Executives Society timebuying-selling seminar. Bert R. Briller, director of tv sales development, ABC-TV, and Arthur H. McCoy, executive vice president, John Blair & Co., on "Selling Through Presentation—Or From The Hip." Hotel Lexington, New York, noon-2 p.m.

*Feb. 17—Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1958 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

NAB FALL CONFERENCES

Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!

WITHOUT WDIA . . . YOU'RE MISSING 40% OF THE MEMPHIS MARKET!

And here's why this is a market you just can't afford to miss:

1. Negroes in the Memphis Market have totaled up yearly earnings of $616,294,100!
2. They spend 80% of this big income on consumer goods!
3. And before they *buy*, these Negroes *listen*—to WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

Let us send you proof of performance in your field!

Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TWO MORE SONDERLING STATIONS!

IN CHICAGO, IT'S

WOPA

Featuring Chicago's greatest Negro air salesman . . . "Big Bill" Hill

IN OAKLAND, IT'S

KDIA

The only full-time Negro station serving all Negro communities in the San Francisco-Bay area.

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.
WEST COAST REPRESENTATIVE: B-N-B, INC.—TIME SALES

WSYR-TV
PLUS!
WSYE-TV
DOMINATES
CENTRAL NEW YORK

WSYR-TV ALONE DELIVERS 44,287
MORE HOMES THAN ITS COMPETITOR

WSYR-TV AND ITS SATELLITE,
WSYE-TV, DELIVER 73,089 MORE
HOMES THAN ITS COMPETITOR

*All figures NCS No. 3, weekly circulation.

WSYR • TV
NBC Affiliate

Channel 3 • SYRACUSE, N. Y. • 100 KW
Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

OPEN MIKE

Why the hullabaloo?

EDITOR:

Being highly critical of summertime television ("Hot at Hot Weather Network Tv", BROADCASTING, Oct. 26) has become "the thing to do" and is beginning to rank with love of motherhood, being against sin and a host of other "safe" activities. However, I would like to submit a minority report on summer television.

For me, personally, summer television repeats of "outstanding" or the "best of a series" programs offer the opportunity to see shows which my work schedule during the season precludes.

Summer repeats also allow the audience to see the best of what was on the "other channel" (over 90% of our markets are multichannel). The great overlapping of hour programs on the networks has discouraged channel hopping so it is conceivable that many people have missed shows of comparable quality to those they watch regularly.

Frankly, I am astounded at the size of the summer fallout of viewers. I would have estimated it to be higher because of the great traffic of vacations and the tremendous improvement of out-of-door conditions for all types of activity. It seems that Mr. Adams [of Campbell-Ewald] gave the pull of the out-of-doors only minor consideration in the change of summer viewing. I wonder if there is a difference in fallout in climates which are relatively unchanged year round and those which are not. And then, can you isolate the fact that we are far more on the move away from home in the summer, regardless of climate?

Maybe summer listening is not diminished by reruns as much as we think. Really, is the audience that discriminating? They do watch movies on tv which are old and reruns. And they get good ratings.

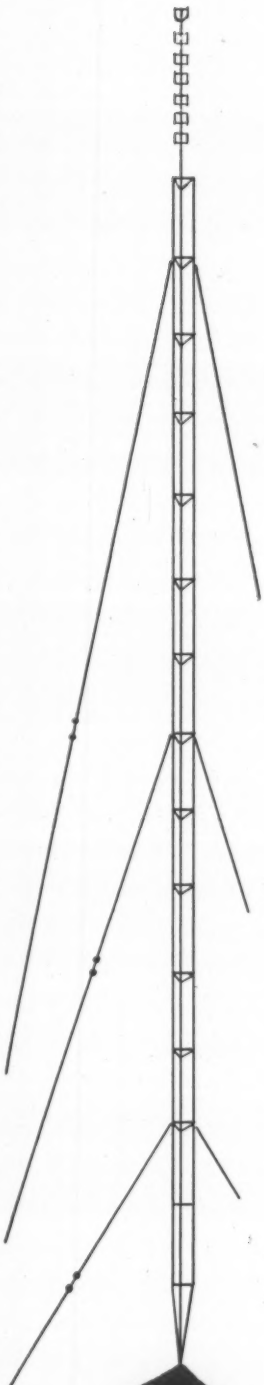
Royal D. Colle
Chairman, Radio-Tv Dept.
Ithaca College
Ithaca, N.Y.

For the record

EDITOR:

I must take exception to BROADCASTING's lead on the story of the roundtable discussion of the Academy of Television Arts & Sciences at Los Angeles (page 79, October 26).

The report says that I advanced a proposal of a tax of $1 per set on 50 million television receivers in America, this money to be used for educational television stations. I suggest this was highly inaccurate reporting. . . .

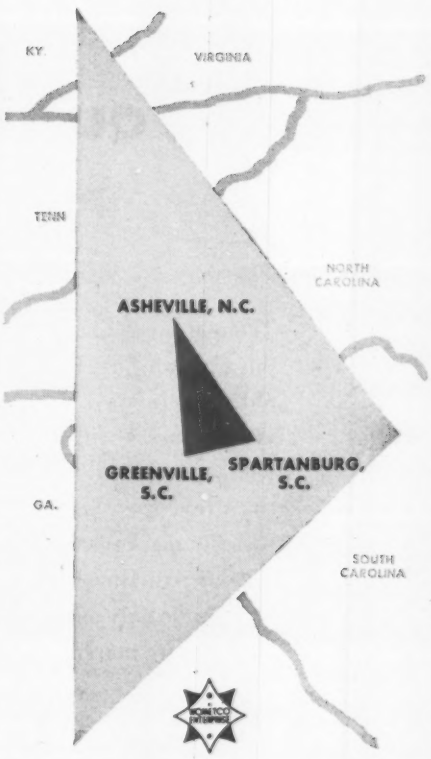


Highest
tower
in the south

WLOS-TV IS THE MONARCH OF ALL THE SURVEYS!

NO MATTER WHAT MEASUREMENT SURVEY YOU PICK, YOU'LL FIND WLOS-TV REIGNS SUPREME IN THE RICH, 62-COUNTY, SIX-STATE CAROLINA TRIAD!

According to NCS #3, only WLOS-TV *delivers* all of this *billion-dollar-plus* market. It has the highest total circulation, including the largest night-time weekly circulation. ARB credits WLOS-TV with airing 7 of the Triad's top 10 programs. And Nielsen shows WLOS-TV in first place in daytime television every day of the week. Have your PGW Colonel show you what WLOS-TV can do for your clients in the Carolina Triad!



towering new force in Southeastern T.V

abc **WLOS-TV**

Unduplicated ABC in
Greenville • Asheville • Spartanburg

WLOS AM-FM

Represented by: Peters, Griffin, Woodward, Inc. • Southeastern Representatives: James S. Ayers, Co.

You didn't,

Smidley!

Thought for a minute there you'd remembered this Cascade buy. But, you've skipped it again, old man. Jumped right on by a gem of a television market with more food sales than Toledo, more retail sales than Salt Lake. Why Smidley, the Cascade Television network serves a market with more people than Kansas City or San Diego. Yes, and the Cascade network is the only television reaching and selling in the entire market.

CBS

NBC

CASCADE TELEVISION

KIMA-TV YAKIMA, WASH. KEPR-TV PASCO, RICHLAND, KENNEWICK, WASH.

KBAS-TV EPHRATA, MOSES LAKE, WASH. KLEW-TV LEWISTON, IDA.

For Facts and Figures:

National Representatives: GEORGE P. HOLLINGBERY Company

Pacific Northwest: MOORE & ASSOCIATES

The lead was pegged on a casual "aside" made during a brisk debate. The panel had been discussing the fact that cultural and other minority programs had a difficult time obtaining network exposure—a point made by Rod Serling. In that context, mention was made of the Canadian and British systems of having commercial and noncommercial services paralleling each other. As part of this discussion I asked, rhetorically, how much money might be raised to finance minority programming for exposure on educational television if every television set in America were taxed only $1 per year.

By no stretch of the imagination could this had been called a proposal that a tax to be levied nor, indeed, could this conceivably be regarded as the most important suggestion to come out of a serious discussion about the responsibilities of television at home and abroad.

I hope you will put the record straight.

Romney Wheeler, Director
Television Service
U.S. Information Agency
Washington, D.C.

[EDITOR'S NOTE: Mr. Wheeler does not deny the quote but feels it was given undue emphasis, which is a matter of opinion rather than of fact. His opinion, however, does not coincide with that of BROADCASTING's reporter.]

Levy profile

EDITOR:

May I congratulate you on your highly interesting and perceptive article about Al Levy, president of Talent Associates (BROADCASTING, Oct. 19). Those of us who have worked with him through the years in a quest for good television were pleased to see you accord him this recognition.

David Susskind
Talent Associates Ltd.
New York City

EDITOR:

. . . very thorough and interesting profile on Al Levy. . . . Because your article contains so much information to the general public as well as the broadcasting trade, we wish to distribute 1,000 reprints to television editors, columnists and others.

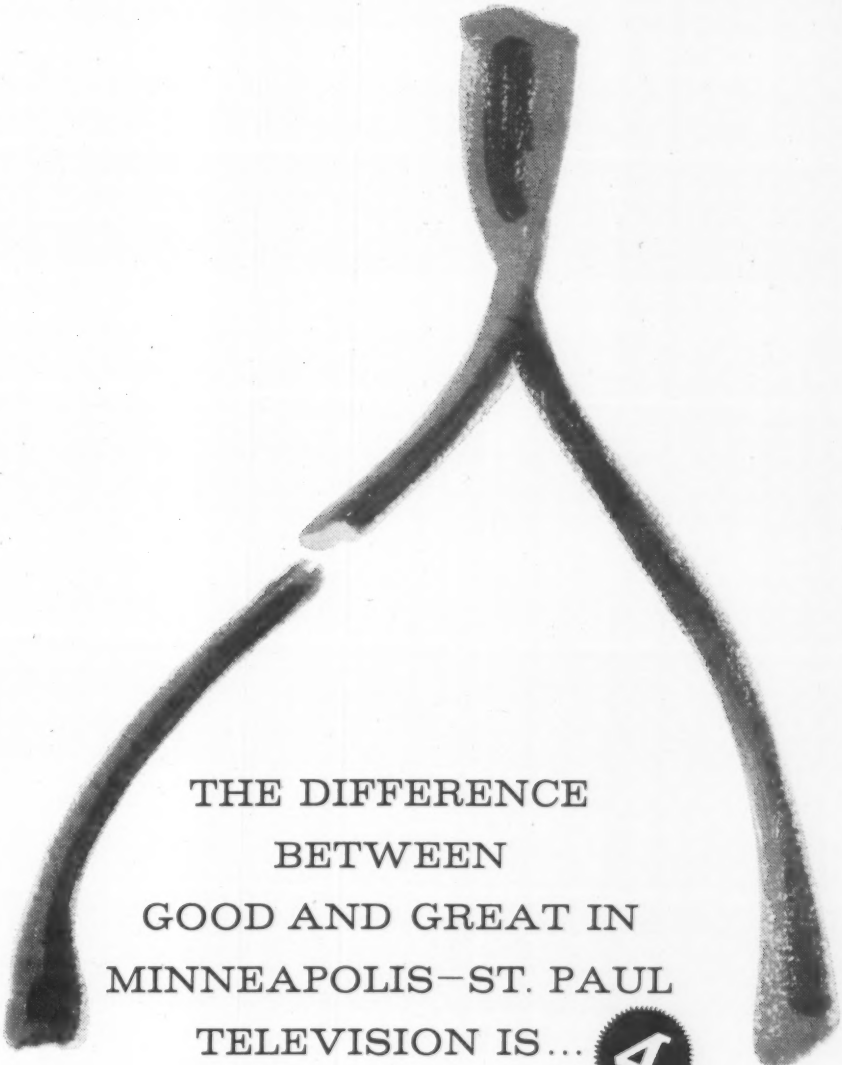
Arthur Cantor
234 W. 44th St.
New York City

A plea for agency help

EDITOR:

Could we have a little help in seeking a mechanical improvement in the preparation of commercial electrical transcriptions to help all radio stations?

More and more frequently agencies are sending in commercial ET's with opening and closing cuts. It would help immeasurably if the producing studios

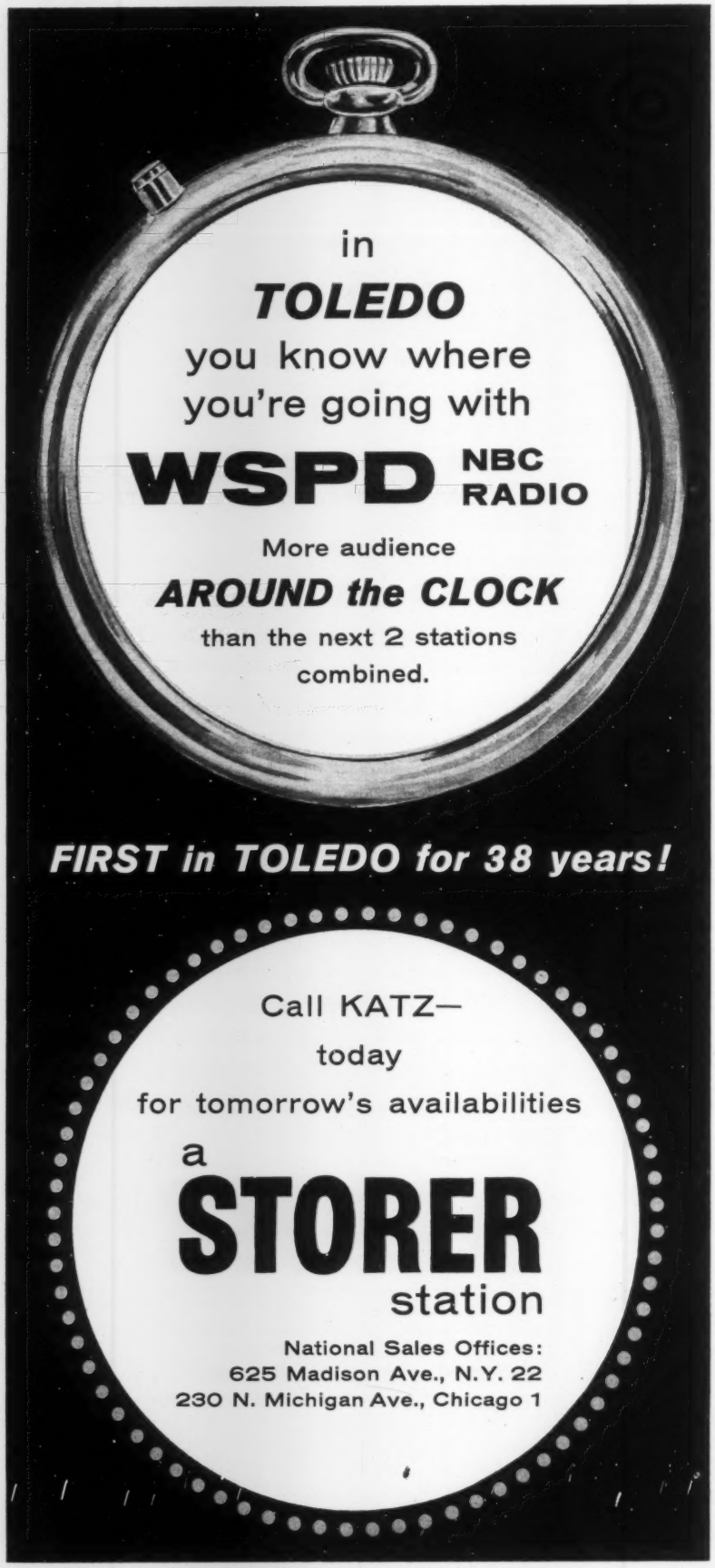


THE DIFFERENCE BETWEEN GOOD AND GREAT IN MINNEAPOLIS–ST. PAUL TELEVISION IS...

WCCO 4

Just wishing never made sales . . . especially in the highly competitive Twin City market. With four aggressive television stations serving this market . . . ONLY ONE can offer DOMINANCE, COVERAGE, SERVICE and ACCEPTANCE. Give yourself the break you deserve—WCCO TELEVISION—where wishes become realities.*

* Nielsen Coverage Study Number 3 Represented by Peters, Griffin, Woodward, Inc.



were asked to make a connecting spiral groove between the cuts.

In a good many studios the deejay operating the turntables has to recue the disc from the opening cut to the closing cut. This frequently results in damaging the broadcasting head and the average cost of replacement is $25.

A connecting spiral groove between the cuts would obviate this condition and automatically take the broadcasting head from the opening cut to the closing cut.

We are told by the sound and recording studios in the Detroit area this can be done, upon the agencies' instructions, at no added cost whatsoever and they have agreed to advise the local agencies to produce commercial ET's with opening and closing cuts in this manner.

It would be helpful if this matter reached the attention of the right people and enlisted their cooperation.

Harry Lipson
VP & Managing Director
WJBK Detroit

Several notes

EDITOR:

. . . This is more of a compliment to your magazine than to the article I hastily scribbled (MONDAY MEMO, Oct. 19), but you might be interested to know that we have received several notes from businessmen all over the U.S. I'm happy to say they were complimentary . . . and what's more important, they indicated the wide readership enjoyed by your MONDAY MEMO.

L.D. Mullins
Advertising Manager
Burgermeister Brewing Corp.
San Francisco, Calif.

KING music survey

EDITOR:

Kindly send 25 copies of the KING music survey story that appeared in your Oct. 12 issue.

Lawrence A. Reilly
WTXL West Springfield, Mass.

EDITOR:

Please send 20 reprints . . .

WPON Pontiac, Mich.

[EDITOR'S NOTE: Reprints of the Oct. 12 article are available at ten cents apiece.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Isn't it about time advertising moved up from the Three-I League?

"If you're not quite sure what you're talking about, invent a fancy name for it!"

The shrewd man who said that would have loved advertising's current Three-I League:

Impact **I**mage **I**nvolvement

The trouble is that too many people mouth the words without having the slightest idea of what they're talking about.

Isn't it about time advertising moved up from the Three-I League and brought the words to life by spelling things out?

For instance:

> Get the customer's attention. Give her (or him) a clear-cut impression of the product, and make her feel it's made by honest people with good taste. Convince her that what you are saying is directed to her personally, and that what you are selling can play a useful or a pleasant part in her life.

This is what we preach. This is what we try to practice. If it seems simple, it's because it is. So is advertising that works.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

AMERICA'S ATTIC

The spires of the Smithsonian Institution silhouette the sky over the nation's capital, as this storehouse of America's past holds an endless fascination for visitors. Another in the WTOP-TV series of Washington landmarks as seen through the lens of Fred Maroon.

Reprints on request

WTOP-TV 9
WASHINGTON, D. C.

AN AFFILIATE OF THE CBS TELEVISION NETWOR

REPRESENTED BY CBS TELEVISION SPOT SALE

OPERATED BY THE WASHINGTON POST BROADCAST DIVISION

WTOP-TV, *Channel 9, Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP Radio.....*Washington, D.C.*

IF YOU HAVE A QUALITY PRODUCT
WHICH APPEALS TO A QUALITY AUDIENCE.

You are cordially invited
to reach
your customers on

Radio Refined

570 · WBAP

The most pleasurable concept
in aural entertainment

WBAP
The Golden Tone

7:30 - 8:30 A.M.
10:30 - 12 NOON
3:00 - 5:30 P.M.

R.S.V.P.
3900 BARNETT
FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: PETERS GRIFFIN WOODWARD

WHERE THERE'S A FINE TAPE RECORDER...

there's **irish** ferro-sheen tape

note to **MAGNECORD** *owners*

To insure optimum recording quality with your excellent machine, the recommended tape is **irish** *#211... and for uninterrupted recording,* **irish** *#602 gives 50% more playing time than standard tape on any given reel size. Send for technical bulletin.*

ORR INDUSTRIES INC.
Opelika, Alabama

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* Reg. U. S. Patent Office
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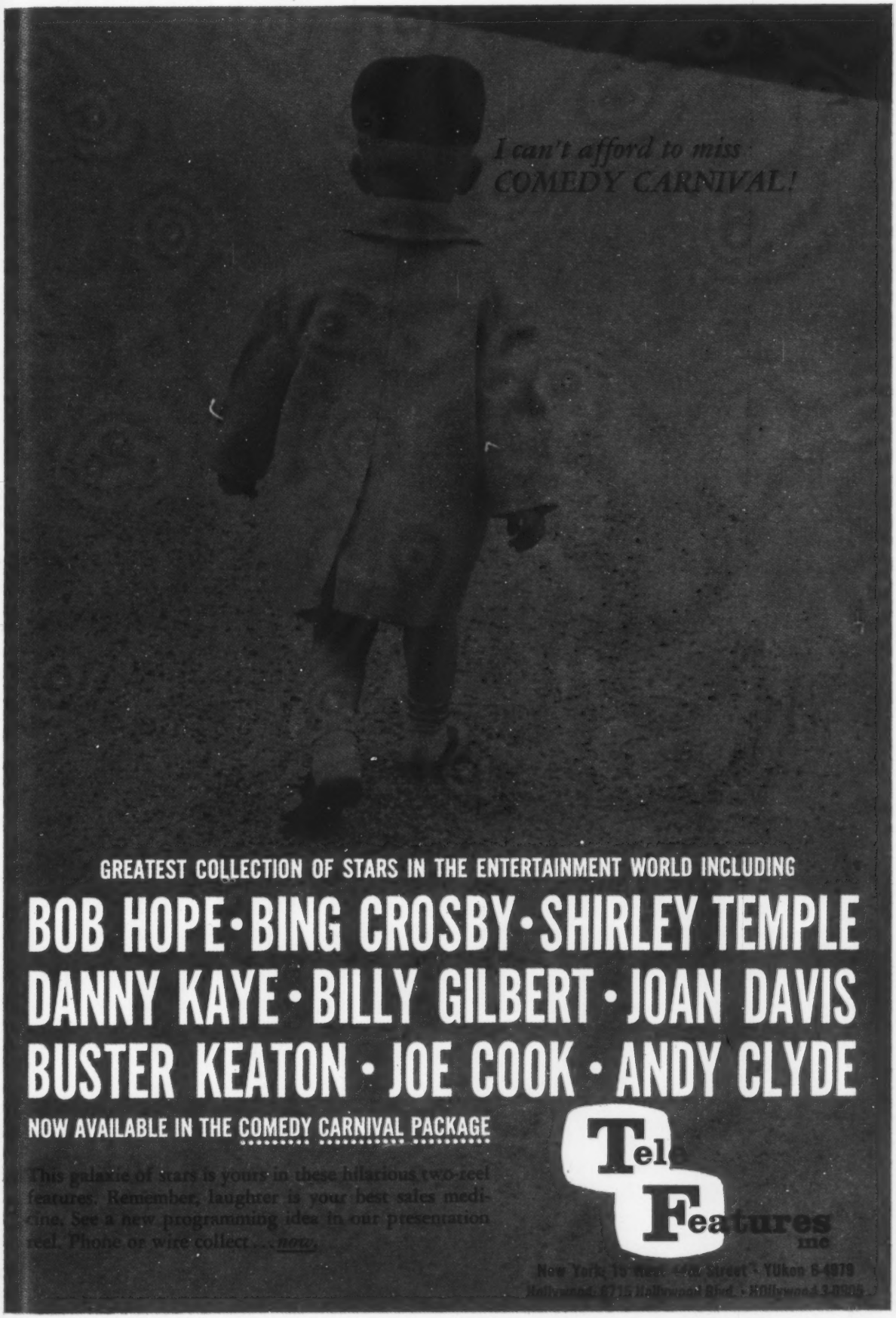

I can't afford to miss
COMEDY CARNIVAL!
GREATEST COLLECTION OF STARS IN THE ENTERTAINMENT WORLD INCLUDING
BOB HOPE · BING CROSBY · SHIRLEY TEMPLE
DANNY KAYE · BILLY GILBERT · JOAN DAVIS
BUSTER KEATON · JOE COOK · ANDY CLYDE
NOW AVAILABLE IN THE COMEDY CARNIVAL PACKAGE
This galaxie of stars is yours in these hilarious two-reel features. Remember, laughter is your best sales medicine. See a new programming idea in our presentation reel. Phone or wire collect . . . now.
Tele Features inc
New York: 10 West 66th Street • TUxon 8-4979
Hollywood: 6715 Hollywood Blvd. • HOllywood 3-0505

Oysters à la Rockefeller

OLD NEW ORLEANS FAVORITE

As served in the 1840 Room at Antoine's by John Ketry

WWL-TV . . . new NEW ORLEANS FAVORITE

Things are changing fast in the three-station New Orleans market. WWL-TV now leads in practically all important time periods . . .

Sunday thru Saturday

	WWL-TV	Sta. B	Sta. C
	%	%	%
August ARB			
6-10 p.m.	40.4	40.1	18.9
10-midnight	49.1	40.6	10.7
August Nielsen			
6-9 p.m.	42.0	39.0	17.0
9-midnight	50.0	37.0	11.0

And WWL-TV personnel lead in experience — *competitive* experience gained in TV markets coast-to-coast.

Represented nationally
by the Katz Agency

WWL-TV

NEW ORLEANS

CBS

Here's how to make it:

The original recipe is a closely guarded secret of Antoine's, but here's one that gives fine results. Serves 4.

Melt 4 tbsp. butter in saucepan and add 4 tbsp. minced raw spinach, 2 tbsp. each of onion, parsley, celery—all chopped fine—3 tbsp. bread crumbs, 1 dash Tabasco, 1/3 tsp. any absinthe substitute, salt to taste. Cook 15 minutes; stir constantly. Press through sieve and set aside. Fill 4 pie pans with rock salt and place on top of each 6 freshly opened oysters on half-shell. (Total 24 oysters.) Spoon sauce on each oyster; place under broiler until sauce begins to brown. Serve with bottle of very cold Chablis wine.

MONDAY MEMO

from **DRAPER DANIELS,** *executive vice president in charge of creative services, Leo Burnett Co., Chicago*

Agency meetings can stifle creativeness

Today, the advertising agency is almost the last bastion of individualism in American business, almost the one place where the uncommon man still has a chance to be himself without becoming hopelessly insolvent.

It would be nice if we could keep it that way. If we don't, the survey-making, play-it-safe copycats are going to do to us what they did to the movies 10 years ago and what they're doing to television programs now.

Ever since J. Walter Thompson hired an office boy and became a Company, the advertising agency has been plagued with meetings. As if that weren't enough, large segments within our business have been busily engaged in thinking up reasons for more meetings. It's so much easier to vote that an idea won't work than it is to have an idea that will. The latter takes brains while the former requires little more than a dubious shake of the head and a calculated negative vote.

I hope the apostles of brainstorming will forgive me if I am not awed into abashed silence by the reports of all those sessions where 121 ideas were turned up in 58 minutes of which 3½ were found either immediately usable or worthy of future development.

Brainstorming Sessions • We've tried brainstorming and found it wonderfully stimulating and decidedly deceptive. I cannot prove, but I strongly suspect, that most of the usable ideas came from people who had them before the meeting started and that all the meeting did was to delay the process of working out the details.

The hope for break-throughs in our business, as in science, industry, and the arts, still rests upon the brilliant individual.

William H. Whyte Jr. writes in the *Organization Man*: "Go down the list of commercial inventions over the last 30 years; with very few exceptions the advances did not come from a corporation laboratory." I suspect the corporation laboratories were too busy having meetings to be doing much inventing.

Not all brilliant individuals are gregarious, nor are they articulate in a group. Those who are not tend to be stifled in a meeting. Even those who find it difficult to resist the temptation to go along and be a good fellow when in a meeting.

Thinkers Needed • If you're beginning to gather that I think our business needs fewer meetings and more lonely people sweating it out with a blank sheet of paper staring them in the face from a typewriter, you have been following me all the way.

The question is, am I just making a lot of emotional noises or is there evidence that faceless men with gray flannel minds are sucking the individuality, personality, and spontaneity out of much of today's advertising and replacing it with something as bland, as shining, and as tasteless as a bowl of unflavored gelatin?

The ads are better dressed and better mannered, and they carry fewer lies than they used to. But somehow as they parade before me, I am reminded of mannequins, flawless and mindless, as smooth as ice, and quite as cold. I seem to hear my wife saying, "The ads aren't fun, any more."

Need Unreasonable Men • By the very nature of his job, the creative man needs to be an unreasonable man. George Bernard Shaw explained it, far better than I can. He said that all progress was made by unreasonable men. The reasonable man, by definition, according to Shaw, seeks to adjust to his environment. The unreasonable man seeks to adjust his environment to himself. Therefore, all progress and all new ideas must emanate from the unreasonable man.

Draper Daniels b. 1913 Morris, N.Y. Journalism major at Syracuse U. Joined Young & Rubicam in 1940 and worked at McCann-Erickson and Kenyon & Eckhardt before rejoining Y&R in 1946 as its youngest vp. He moved to Leo Burnett Co. in April 1954 where he's now in charge of creative services.

I blame most of advertising's polished plagiarisms and most of its innocuous vulgarities upon the meeting.

As David Ogilvy once said, "A committee cannot create an ad, it can only criticize it."

Being unable to create, the meeting copies. The philosophy was well expressed by the head of a most profitable agency who bluntly said that his organization was not interested in developing new techniques or in initiating advertising advances; that it would leave that work to others and make use of those methods which had proved themselves.

Such a policy is good for the immediate profit and loss statement, but I doubt that it is to the long range benefit of advertising.

Public Naive? • People never were as stupid as a lot of advertising experts thought they were. They were uninformed, and, in many instances, naively trusting. Today, they are less uninformed than they were a few years ago and 10 years from now they will be far less uninformed than they are today.

I strongly suspect that it is going to take more truth, better taste, and new ideas to sell this coming generation of uncommon men.

I doubt that it can be done by actors masquerading as doctors and pointing to animated charts showing anvils whacking away inside the head.

I think it's going to take more well-written, factual copy in good taste such as we see today in the excellent advertisements for Rolls Royce; the freshness and imagination of the Chemstrand television commercials; or, if you'll forgive one mention of our own product, the print and television advertising for Kellogg's of Battle Creek.

No committee, no survey, nor any number of meetings can ever take the place of a man with a mind and a heart who knows what he's doing, believes in what he's doing, and wants to do it better than anyone else in the world.

In large part, progress or lack of progress made by advertising in an America that is growing up is going to be determined by the freedom that advertising gives to its gifted unreasonable men.

SOLD

■ DX-SUNRAY (50 MARKETS) ■ SCHLITZ BREWING COMPANY (CHICAGO-TAMPA-MIAMI) ■ SAVARIN COFFEE (NEW YORK) ■ SOCIETY NATIONAL BANK OF CLEVELAND ■ O'KEEFE BREWING CO. (BUFFALO-WATERTOWN) ■ RALEIGH CIGARETTES ■ GALLO WINE ■ CBS "FLAGSHIP" STATION ■ NBC OWNED AND OPERATED STATIONS ■ CROSLEY STATIONS

Timely as Today's Headlines...

GRAND JURY

. . . the new, exciting television, half-hour series . . . is making rating headlines for a large list of quality-conscious, sales-conscious advertisers in over 100 markets. According to one rating service, this powerful, audience-attracting show **hit the highest rating in its time slot, within two weeks of its premiere . . . in New York, the toughest seven-station market in the country!** This big-budget show offers the added prestige of "Public Service" program identification and features a top-notch cast. Stars Lyle Bettger and Harold Stone are your team of hard-hitting investigators tackling every kind of tough enforcement assignment. Use this team to sell for you—as they are now doing for others—in the markets still open!

GRAND JURY
produced for NTA by
Desilu

For details, phone, wire or write

Michael M. Sillerman, President

NTA Program Sales

A Division of National Telefilm Associates, Inc.
Coliseum Tower, 10 Columbus Circle, New York 19, JUdson 2-7300

COMMUNITY CONSCIENCE...
TELEVISION STYLE

Years of neglect had made historic Lippitt Hill an ideal area for redevelopment, but the decision to level and rebuild brought questions, doubts and fears to residents and taxpayers. On October 23, WPRO-TV presented in prime time another in its series of "documentaries in depth" to explain economic impacts and human considerations.

WPRO-TV recognizes that to be accepted by the community, this station must be the leading participant in community affairs. This policy prompts WPRO-TV to program both sides of controversial issues, as well as editorials on such pertinent subjects as Section 315 of the Communications Act, The City Budget, and attempts to use public funds for public service announcements.

WTEN
Albany
10

WROW Radio
Albany

WTVD
Raleigh-Durham
11

C B S AFFILIATES

WPRO-TV
Providence
12

WPRO Radio
Providence

WPRO-TV Providence
CAPITAL CITIES TELEVISION CORPORATION
• Represented by Blair TV

LATE NEWSBREAKS ON THIS AND THE NEXT PAGE • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 37

CBS, NBC CITE QUIZ HOUSECLEANING

Tell House Subcommittee their steps to eliminate all tv deceptions

CBS and NBC are taking definite but different approaches to housecleaning in wake of quiz investigations. Approaches were described to House Legislative Oversight Subcommittee by Frank Stanton, CBS president, and Robert E. Kintner, NBC president, last week.

In testimony Nov. 6 Dr. Stanton reaffirmed CBS intention to be "masters in our own house" over "everything that appears on the CBS Television Network —and I mean everything." He also pointed out network had dumped 5½ weekly hours of quiz programs whose major appeal was in size of winnings and added network was determined all its broadcasts were "exactly what they purport to be." These policies were first outlined by him in speech to Radio and Television News Directors Assn. in New Orleans Oct. 16.

He announced Nov. 6 CBS in addition was studying tighter controls over commercials. Network is "now exploring" with NAB possibility of reaching general agreement among advertisers, networks and stations on "a new code [regarding commercials] which will recognize and eliminate legitimate complaints.

"Whether it is a quiz program or an advertising commercial or a news broadcast or whatever, we are held responsible for what appears on CBS," he testified. "We accept that responsibility, and the quiz show scandal has led us to re-examine the whole area of our responsibility."

He said in past networks had been criticized for asserting too much authority, but "it is possible that we have had all along more elbow-room for exercising authority than we believed."

NBC Not Involved • "NBC has never been a party to quiz show rigging," Mr. Kintner said. "We were just as much a victim of the quiz show frauds as the public." First he heard of any collusion, NBC president said, was in mid-August 1958 when Colgate-Palmolive approached him on *Dotto* show. Immediate review of all network quiz shows, headed by former FBI agent Thomas Burns, revealed no evidence of any wrongdoing, he said.

Answering subcommittee criticism that network had failed to act, Mr. Kintner said New York grand jury asked network not to interrogate witnesses until its own investigation had been completed.

House Oversight Subcommittee ended tv quiz hearings at 12:30 p.m. Nov. 6 with announcement it would turn investigation to still other "deceptions" in broadcasting. Nature of "deceptions" was not given but there was strong indication they would include charges of payola in getting music played on air. Subcommittee meets Dec. 9 to chart course of new investigations, but meanwhile staff is at work on them.

He announced for first time establishment of new network unit to maintain continued surveillance of quiz and audience participation shows. It is headed temporarily by Jerome Doyle, former FBI agent and U.S. attorney, and is staffed by experienced investigators, Mr. Kintner told subcommittee.

Other steps taken by network to safeguard integrity of its programs, he said, included (1) assumption of direct production of all Barry & Enright shows (which NBC purchased); (2) independent audit and survey of security procedures; (3) requirement that all personnel connected with quiz and audience participation shows sign affidavit attesting honesty of programs.

Answer to problem is not elimination of such programs, Mr. Kintner stated, but recognition by broadcaster of his responsibility to maintain integrity. He also hit idea of industry "czar" as not realistic and impractical.

No Blanket Laws • Mr. Kintner said government regulation or licensing is not appropriate for dealing with problem, nor would it be effective. This, he maintained, would inject government into contents of programming itself, which is inconsistent with entire concept of broadcasting. Any legislation, he said, should be directed toward wrongdoers—rather than of blanket variety aimed at broadcaster.

He said it would be impossible for network to own and produce all programming in its schedule—noting that networks are caught between two opposing schools of thought in this respect. On behalf of NBC, Mr. Kintner recommended penal legislation making it criminal activity "knowingly and willfully to participate in a scheme to control the outcome of a contest broadcast over licensed facilities."

NBC president said, "I earnestly express the hope that the incidents of quiz show rigging . . . will not be regarded as representative of tv as a whole." He offered network facilities for use of subcommittee in reporting its findings to American public.

Abrams Testimony • Earlier in day, former Revlon Vice President-Advertising Director George J. Abrams testified to affirm statements made in his affidavit which was entered in record previous day (see story, page 52). He said that much of controls of *$64,000 Question* and *Challenge* were brought on by sponsor Revlon. He said Revlon regularly suggested that especially tough questions be asked unpopular contestants to get them off show and that favorable contestants get easy ones.

Mr. Abrams accused CBS of "dragging their feet" in acting on fix charges.

Max Levine, public relations director for Hess Dept. Store, Allentown, Pa., testified about that firm's payment of $10,000 to get contestant on *$64,000 Question* (see story, page 53). He was unsure who collected money, but named two former *$64,000 Question* staff members as having been involved (Elroy Schwartz, former script writer, and Jo-

CBS policy

What "deceits" does CBS intend to eliminate in its policy overhaul?

Dr. Frank Stanton, CBS president, clarified earlier statements on that subject during testimony Nov. 6 before House quiz hearing.

"The test in every case must be whether any substantial number of the viewing audience is likely, in the given circumstances, to be deceived or misled as to the true nature of the program being offered," he said. "That test requires the exercise of human discretion in applying a 'rule of reason.' For example, there is, of course, no need for labeling drama as fiction; theatrical conventions are so solidly planted in the minds of the viewing public that it involves no problem of misconception."

seph Cates, one-time director of program, both testified in executive session).

Mr. Levine testified that Hess often paid to get store mentioned on radio or tv and named *Nightbeat, Arthur Murray Party, Dunninger, Today, Person to Person* and *Garry Moore Show*. He said there were many more (plus newspapers, columnists) who had been similarly paid and he was asked to supply subcommittee with complete list.

Influence Peddling • Rep. Harris compared this "payola" with influence peddling in government agencies and promised subcommittee would dig further into matter.

Rep. Samuel Devine (R-Ohio) brought admission from Mr. Levine that he had identified himself as "Mr. Siegfried from the district attorney's office" in Philadelphia. This was done, he said, in telephone attempts to reach Kenneth Hoffer, former Hess employe and *Question* contestant on whose behalf money was paid. He denied ever stating he was with FBI and said he only wanted to talk to Mr. Hoffer to "refresh his memory." Mr. Hoffer was on *Question* in 1955.

NBC goes to DA with kickback data

New York District Attorney Frank Hogan began probe Nov. 5 of alleged kickback system NBC says it found operating on one of its quiz shows. Network turned over details that day after contacting district attorney day before. Assistant District Attorney Jerome Kidder assigned to head investigation. Show was *Treasure Hunt*.

Determination of what to do about persons believed to have lied before grand jury in New York during its investigation of tv quiz scandal will be made by district attorney and grand jury following end of House inquiry. Mr. Hogan estimated 150 or more persons testified before grand jury out of some 300 questioned by his office and said that perhaps 50 told truth. It will be necessary to study matter and then "think about a presentation," it was said. Penalty upon conviction of perjury holds maximum seven-year imprisonment.

Flint grant upheld

U.S. Court of Appeals in Washington Nov. 5 upheld FCC's 1954 grant of ch. 12 Flint, Mich., to WJR Detroit. At issue was contention by unsuccessful applicants W. S. Butterfield Theatres Inc. and WFDF Flint that WJR's change in transmitter site constituted new application. FCC granted WJRT(TV) antenna site move after grant but appeals court told Commission to reopen case to determine whether in fact change in site negated first grant. Commission held further hearing and reaffirmed grant. It was this latest order that appeals court upheld in *per curiam* decision. At same time court upheld FCC in refusing application for ch. 12 Flint filed by WKNX Saginaw just before second round of hearing. Court held application was filed too late.

FCC okays 2 sales

Following station sales approved by FCC and announced Nov. 5:

• KDYL-AM-FM and KTVT (TV) Salt Lake City, Utah: Sold by Time Inc. to Columbia Pictures for $3.1 million without prejudice to whatever action FCC may deem appropriate after outcome of antitrust suits against Columbia Pictures and subsidiary Screen Gems.

• WHKK Akron, Ohio: Sold by Philip R. Herbert to Susquehanna Broadcasting Co. for $456,586 plus $100,000 to refrain from competition for seven years. Susquehanna (estate of Louis J. Appell) is licensee of WSBA-AM-TV York and 90% owner of WARM Scranton, both Pennsylvania.

Auto drives slacken

What's auto advertising picture? Latest report: Plymouth (N. W. Ayer) postponed spot radio schedule when half way through, plans to schedule remaining three weeks at later date. Dodge's Dart (Grant) ran spot radio three weeks in October and has suspended fourth and last week. Chevrolet (Campbell-Ewald) took two-week hiatus as of beginning of November, resumes spot radio to run through first two weeks in December.

DeSoto and Valiant (BBDO) halved spot radio; in spot tv where both are heavy, DeSoto has pared its drive (begun in mid-October) while Valiant cancelled some 90% of remaining spot tv barrage effective Nov. 8. Ford currently has no spot schedules in radio-tv. General trimming—which includes drastic cuts in magazine and newspaper placements—resulted from steel strike (AT DEADLINE, Oct. 19).

Agriculture Dept. apologizes to radio-tv

Apologies came last week from U.S. Dept. of Agriculture, with full explanation of its recent article in the department's *Agricultural Marketing* implying newspapers top radio and tv as best carrier of food marketing information (BROADCASTING, Oct. 19).

Following publication of USDA's survey report, protest letters were sent to Agriculture Secretary Benson by TvB; W. D. Rogers, president of KDUB-AM-TV Lubbock, Tex., and other stations. Replies were mailed last week by R. Lyle Webster, director of information, on behalf of Sec. Benson, who was ill. Enclosed with Mr. Webster's letter was copy of two-page letter from Ralph S. Roberts, administrative assistant secretary of USDA, to Cotys M. Mouser, chief clerk, Committee on Agriculture and Forestry, U.S. Senate.

Among Mr. Roberts' remarks: "We regret exceedingly the circumstances which resulted in the marketing magazine article containing statements appearing to place this department in the position of favoring certain mass media over others. The circumstances are, in brief, that selected material from the earlier detailed and much-qualified study, which was primarily for internal guidance of federal and state extension service consumer marketing workers, was condensed and incorporated into the marketing magazine article in a somewhat different context and without the qualifications in the original study. Unfortunately, also, these materials have been further condensed in comments in certain of the mass media."

• Business briefly

Well mixed • General Mills Inc., Minneapolis, today (Nov. 9) starts cross-country spot tv campaign for its Betty Crocker cake mixes. Five-week drive includes both daytime and nighttime minutes and 20-second spots in key markets. Agency: BBDO, N.Y.

Added to the collection • New Dodge dealer advertising group in Philadelphia has named Grant Adv., N.Y., for 1960 Dodge and Dodge Dart. This is Grant's second Dodge dealer acquisition in month, bringing agency's dealer total to 35 in addition to national car manufacturer's account.

PIPELINE for fast data transmission

STEVE BEARD, *manager of our Dallas office, one of ten offices providing fast efficient service to Advertising throughout the U.S. – service that helps advertising dollars deliver extra value.*

In steady gains of population and commerce, few areas in America can match the steady growth of the Southwest.

Advertising naturally keeps pace with business development. So today Texas alone has 105 advertising agencies, including fourteen Texas offices of nation-wide organizations.

In many of these agencies, spot television forms a major part of billing. And the accurate, down-to-the-minute data so essential to effective buying is made instantly available to them through our Dallas office.

Blair-TV operates on this basic principle: that alert informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve effectively. Today these stations are located in 25 of America's greatest markets. Together they cover 56 percent of its population – virtually 60 per cent of its effective buying power.

In its area, each of these stations stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV – New York
W-TEN – Albany-Schenectady-Troy
WFBG-TV – Altoona
WNBF-TV – Binghamton
WHDH-TV – Boston
WBKB – Chicago
WCPO-TV – Cincinnati
WEWS – Cleveland
WBNS-TV – Columbus
KFJZ-TV – Dallas-Ft. Worth
WXYZ-TV – Detroit
KFRE-TV – Fresno
WNHC-TV – Hartford-New Haven
KTTV – Los Angeles
WMCT – Memphis
WDSU-TV – New Orleans
WOW-TV – Omaha-Council Bluff
WFIL-TV – Philadelphia
WIIC – Pittsburgh
KGW-TV – Portland
WPRO-TV – Providence
KGO-TV – San Francisco
KING-TV – Seattle-Tacoma
KTVI – St. Louis
WFLA-TV – Tampa-St. Petersburg

A POWERFUL COMBINATION TO SELL MORE GOODS!

W•I•T•H sells on the air *and* in the stores . . . gives you Baltimore's best radio buy! W•I•T•H saturates the Baltimore Metropolitan Market area with 80% coverage . . . with merchandising plans in all major food chains . . . independents . . . and 450 drug stores! Phone, write or wire for details on these sales-proven plans:

• BARGAIN BAR • SPOTLIGHT DRUGS
• COMMUNITY CLUB AWARDS • CHAIN STORE PLANS

THE COMPLETE SELL . . . ONLY ON

WITH

Radio Baltimore

Tom Tinsley, *President* — R. C. Embry, *Vice President*

National Representatives: Select Station Representatives *in New York, Boston, Philadelphia, Baltimore, Washington;* Clarke Brown Co. *in Dallas, Houston, Denver, Atlanta, New Orleans;* Daren F. McGavren Co. *in Chicago, St. Louis, Detroit and on West Coast;* Ohio Stations Representatives *in Cleveland.*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

November 9, 1959

Vol. 57, No. 19

A second survey of public opinion, nationwide, shows there's . . .

NOW A DEEP SCAR IN TV'S IMAGE

In the wake of Van Doren's confession: public disillusionment

Attitudes toward him and television are sharply changed in week

A national hero came tumbling down last week. With him fell the public's opinion of him and of the medium that pushed him into national prominence.

Two national opinion surveys made before and after Charles Van Doren's confession show that it had a marked effect on the public's attitudes.

Both surveys were conducted for BROADCASTING by the professional research firm of Sindlinger & Co., Philadelphia. The first was made Oct. 24-25-26, and its results were published in BROADCASTING's Nov. 2 issue. The second was made Nov. 3, the day after Mr. Van Doren admitted to the Legislative Oversight Subcommttee that all his *Twenty One* appearances were rigged.

This is how public opinion was changed by Mr. Van Doren's confession:

• Before the confession: only 18.9% of those who knew about the quiz investigation said that they had changed their attitude or opinion of the television industry. After: 50.9% had changed.

• Before: Despite the fact that quizzes are rigged 57.4% said they found quizzes educational and entertaining enough to want them restored to the air. After: 39.9% wanted them back.

• Before: 21.1% who knew about Mr. Van Doren had negative reactions about him. After: 28% had negative reactions. And even more significantly, positive responses (40.2% before his testimony) had dwindled from sight.

• Before: Only 14.7% who knew about Mr. Van Doren thought he should be dismissed from his teaching job at Columbia U. After: 45.7% agreed with the decision to fire him.

The second Sindlinger survey also asked one question that was not included in the first: Who among these four (networks, sponsors, producers or Van Doren himself) does the public feel is most to blame for the quiz rigging, and who the least? Results:

• The producers are most to blame, according to 53.8% of the people who know about the quiz investigations.

• Mr. Van Doren is least to blame, according to 38% of the people.

(For complete tabulations of the Sindlinger surveys see page 38).

The dramatic shift in opinion after Mr. Van Doren's revelation of his role in the quiz fix demonstrated the degree to which the public identified the entire scandal with that one personality. In the "open end" responses to questions in the second survey (those which required actual opinions rather than yes or no answers) Sindlinger researchers detected still another facet of public reaction: people seemed more concerned that Mr. Van Doren had lied about the rigging than about the rigging itself.

Why Two Surveys? • The second Sindlinger appraisal of American public opinion on the quiz study was dictated by the extent of the deception revealed in Mr. Van Doren's testimony in Washington. It was apparent from the first survey that much of the public attitude toward him, the quizzes and the industry itself was conditioned by lingering doubt that he was guilty. When that factor was removed, BROADCASTING decided to commission the study.

In many ways the second survey was a more difficult job than the first. The time margin between initiation of the survey (Monday afternoon) and its publication was three days shorter. Questions to the 361 Sindlinger interviewers had to be sent out by telegram rather than mail, which meant that results had to be transferred to coded questionnaires by hand at Sindlinger headquarters before they could be tabulated. Interviewing could not be done until Tuesday night (Nov. 3) to assure that the public had ample opportunity to hear and read about Mr. Van Doren's testimony.

The second survey was based on 1,365 rather than 2,289 interviews, but covered the same 287 counties (including 187 metropolitan markets and representative rural counties). The second survey achieved a 90.9% completion ratio—the first, 91.6%.

The high correlation of responses among both sexes and in all parts of the country in the first survey, coupled with the high percentage of people who had heard about the quiz investigation, had demonstrated in the first survey that by research standards public opinion was uniform enough to be measured accurately with the smaller sample. In fact, a 1,365 interview sample is itself considered large by research standards; many accepted nationwide surveys are done with as few as 300 interviews. Also, as the special BROADCASTING questions "hitchhiked" on one of Sindlinger's continuing surveys of media audience, it was possible to use the main survey as a check on accuracy of the special one.

Complete results of the Sindlinger surveys, including breakdowns by geographical area (East, South, Midwest and West) and by age and sex, are available from Sindlinger & Co., Ridley Park, Pa.

TV dinner

Talburt, Scripps-Howard Newspapers

STORM FLAGS ARE UP AS PUBLIC OPINION GOES DOWN

Listed below are results of the two Sindlinger surveys on public attitudes toward the tv quiz investigations. The first survey was conducted Oct. 25-26, before Charles Van Doren admitted his winning on Twenty-One was rigged. The second was conducted Nov. 3, after his confession. These results have been projected to the entire U.S. population of 127,745,000 people who are 12 years old or older and not in institutions.

Most know about quiz scandal.

Have you heard or read anything about the television quiz show investigation?

FIRST SURVEY

	Number	Percent
Yes	107,807,000	84.4%
No	19,938,000	15.6%

SECOND SURVEY

Yes	119,554,000	93.6%
No	8,191,000	6.4%

(NOTE: Those answering no to questions above were not asked the rest of the questions. Hence the base for computing percentages in tabulations below is 107,807,000 for the first and 119,554,000 for the second survey.)

And many have changed opinion of tv.

Would you say that the quiz show investigations have changed your attitude or opinion of the television industry in any way?

FIRST SURVEY

No	82,947,000	76.9%
Yes	20,352,000	18.9%
No opinion	4,515,000	4.2%

SECOND SURVEY

No	55,319,000	46.3%
Yes	60,834,000	50.9%
No opinion	3,410,000	2.9%

And many don't want the quiz shows back now.

Even though contestants on quiz shows are helped, have you found the quiz programs educational and entertaining enough to want to see them on television again?

FIRST SURVEY

Yes	61,913,000	57.4%
No	36,623,000	34.0%
No opinion	9,259,000	8.6%

SECOND SURVEY

Yes	47,695,000	39.9%
No	65,104,000	54.5%
No opinion	6,755,000	5.7%

They still know Van Doren.

(NOTE [regarding the two questions below]: At the time of the first Sindlinger survey, Mr. Van Doren had not testified before the House committee. At the time of the second, he had. This necessitated the slight change in wording of the questions in the respective surveys.)

FIRST SURVEY

Have you ever heard of the name of Charles Van Doren?

Yes	104,374,000	96.8%
No	3,433,000	3.2%

SECOND SURVEY

Have you heard or read anything about Charles Van Doren's testimony in Washington Monday (Yesterday)?

Yes	106,582,000	89.1%
No	12,972,000	10.9%

But he's lost some friends in the past week.

(If yes to above) How do you feel about Mr. Van Doren today?

FIRST SURVEY*

Negative	22,030,000	21.1%
Positive	41,915,000	40.2%
Conditional	11,603,000	11.1%
No opinion	28,835,000	27.6%

SECOND SURVEY

Negative	29,862,000	28.0%
Sympathetic	39,217,000	36.8%
Indifferent	14,694,000	13.8%
No opinion	22,802,000	21.4%

*Results of the first survey's response to this question were not tabulated in time for BROADCASTING's first report in the Nov. 2 issue. The conditional responses to the question in the first survey resulted from the public's indecision on Mr. Van Doren's guilt.

Responses in the second survey did not fall into the same categories, hence the new categories, "sympathetic and indifferent."

Many of whom now bear a grudge.

FIRST SURVEY

(Asked of those who had heard of Mr. Van Doren.) How do you feel about Van Doren's job at Columbia U? Do you think he should be permitted to keep his job there, be fired, or just what?

Keep job	61,899,000	59.3%
Be fired	15,305,000	14.7%
Conditional*	9,832,000	9.4%
No opinion	17,359,000	16.6%

SECOND SURVEY

Do you personally feel that Van Doren should have been let out from his job at Columbia U?

Keep job	43,864,000	36.7%
Be fired	54,657,000	45.7%
No opinion	21,033,000	17.6%

*Conditional responses in first survey resulted from indecision on Mr. Van Doren's guilt.

The program producers are the villians.

SECOND SURVEY

(Not asked in first survey)

In connection with the situation Van Doren is in today, there are four places where responsibility could be placed: (A) the network, (B) the sponsor who pays for the program, (C) those who produce it, and (D) Van Doren himself. Of these four, whom do you blame the most? Whom do you blame the least?

Blame The Most[1]		
Network	14,356,000	12.0%
Sponsor	21,842,000	18.3%
Producers	64,324,000	53.8%
Van Doren	22,225,000	18.6%
Blame the Least[2]		
Network	31,884,000	26.7%
Sponsor	26,535,000	22.2%
Producers	3,764,000	3.1%
Van Doren	46,459,000	38.9%

(NOTE: [1]Adds to more than 100% because of multiple answers. [2]Does not add to 100% because of inability of some respondents to differentiate among least guilty. 4.3% also said blame should be shared equally. 5.5% were unable and/or declined to name a least guilty.)

The News
CHARLES VAN DOREN: BROKEN—AND BROKE
HERALD EXPRESS
8 STAR LATEST SPORTS
TV RIGGED, VAN DOREN CONFESSE
Chicago Daily Tribune
VAN DOREN LIE COSTS JOB
City Goes to Polls Today
CONFESSES RECEIVING ANSWERS FOR TV QUIZ
New York World-Telegram
7TH SPORTS
WALL ST.
Van Doren Admits Rigging, Got Q and A With Script
Pittsburgh Post-Gazette
VAN DOREN CONFESSES TV FIX
'Silent' County
The Boston Daily Globe
Powers or Collins? Hub Picks Today
220,000 Election Turnout Expected
VAN DOREN REVEALS ALL A HOAX, LIVED IN DREAD
Loses Teaching
The Weather
MIRROR NEWS
9 STAR SPORTS
VAN DOREN ADMITS IT WAS ALL A FAKE
Full Text of His Testimony on Page 6
Followed a Script, Big Winner Tells

A SAD ENDING TO THE QUIZ ERA

House probe discovers that most of biggest shows were frauds

The television quiz era ended officially last Monday when its symbol took off his respected mask and showed the world a cheat.

Charles Van Doren, winner of $129,000 on NBC-TV's *Twenty One* and after that a $50,000-a-year commentator for the network, confessed that all his 14 quiz performances had been thoroughly rigged. He was followed through the week by a dozen other witnesses who testified to other quiz show rigging (see below) and by the presidents of CBS and NBC (see AT DEADLINE). But for all practical purposes the House Legislative Oversight Subcommittee had made its case when Mr. Van Doren finished.

"I would give almost anything I have to reverse the course of my life in the last three years," said Mr. Van Doren in beginning his 12½-page prepared statement. "I was involved, deeply involved, in a deception."

In his testimony he described how Albert Freedman, a producer for Barry & Enright which owned *Twenty One*, carefully coached him in subject matter and in dramatic technique.

Before all the programs on which he appeared Mr. Van Doren was given all the questions and, when he did not know them, the answers. Before some of his appearances he was given entire scripts to memorize.

Drama Coach • Of Mr. Freedman's work Mr. Van Doren also testified: "He instructed me how to answer the questions: to pause before certain parts of the answers, to skip certain parts and return to them, to hesitate and build up suspense."

Throughout his term as a contestant on *Twenty One* Mr. Van Doren was "deeply troubled" by the deceit, he testified. But he rationalized. Fame and "more money than I ever had or dreamed of having" came to him. "I was almost able to convince myself that it did not matter what I was doing because it was having such a good effect on the national attitude toward teachers, education and the intellectual life. . . . I was able to convince myself that I could make up for it after it was over."

Mr. Van Doren's last appearance on *Twenty One* was on March 11, 1957. Before the program Mr. Freedman told him he was to lose that night.

"I said: 'Thank God,'" Mr. Van Doren told the subcommitee.

That night he lost to Mrs. Vivienne Nearing. He collected $124,000. The other $5,000 of the total winnings had already been paid as an advance before Christmas 1956 although at that time viewers believed it was possible for him to lose all he had won.

Trouble Begins • In August 1958 Herbert Stempel whom Mr. Van Doren had defeated on *Twenty One* charged that the program had been rigged. At the time Mr. Van Doren was appearing on *Today* as a replacement for Dave Garroway.

"I made a statement on the Garroway program the next morning to the effect that I knew of no improper activities on *Twenty One* and that I had received no assistance," Mr. Van Doren testified last week. "I knew that most people would believe me. Most people did."

Later an investigator for the New York district attorney interrogated him, as part of the grand jury investigation of quiz rigging. "I denied any knowledge of improper activities," Mr. Van Doren recalled.

After that he hired a lawyer, Carl Rubino. "In my folly I did not even tell him the truth."

Last January Mr. Van Doren testified before the New York grand jury and stuck to his story of innocence. Before his grand jury appearance he talked with Mr. Freedman, his coach on *Twenty One*, and with Dan Enright, of Barry & Enright. Both urged him to lie and both said they would protect him.

A month ago Mr. Van Doren learned that Mr. Freedman appeared before the New York grand jury after Mr. Van Doren testified and implicated Mr. Van Doren in rigging. "I became almost panic-stricken," Mr. Van Doren said

last week. But he still denied he knew of any rigging when he was asked about it by investigators of the House subcommittee.

The Reckoning • The House subcommittee hearings began Oct. 6.

"I was involved in them from the first," said Mr. Van Doren. On the night of Oct. 6 NBC told Mr. Van Doren he must ask the subcommittee for a chance to testify or be suspended from his job.

"My life and career, it appeared, were being swept away in a flood," Mr. Van Doren testified. "I tried to save whatever part seemed in the most immediate danger. First I hoped to save the contract. I just was unable to walk out and slam the door on a $50,000-a-year job."

By Oct. 8 Mr. Van Doren was "completely confused and dismayed." Chairman Oren Harris of the House subcommittee had offered Mr. Van Doren a chance to testify. Mr. Van Doren had as last told his attorney the true story. The attorney had advised him that there were probably witnesses ready to testify against him. "I could not face the situation," said Mr. Van Doren.

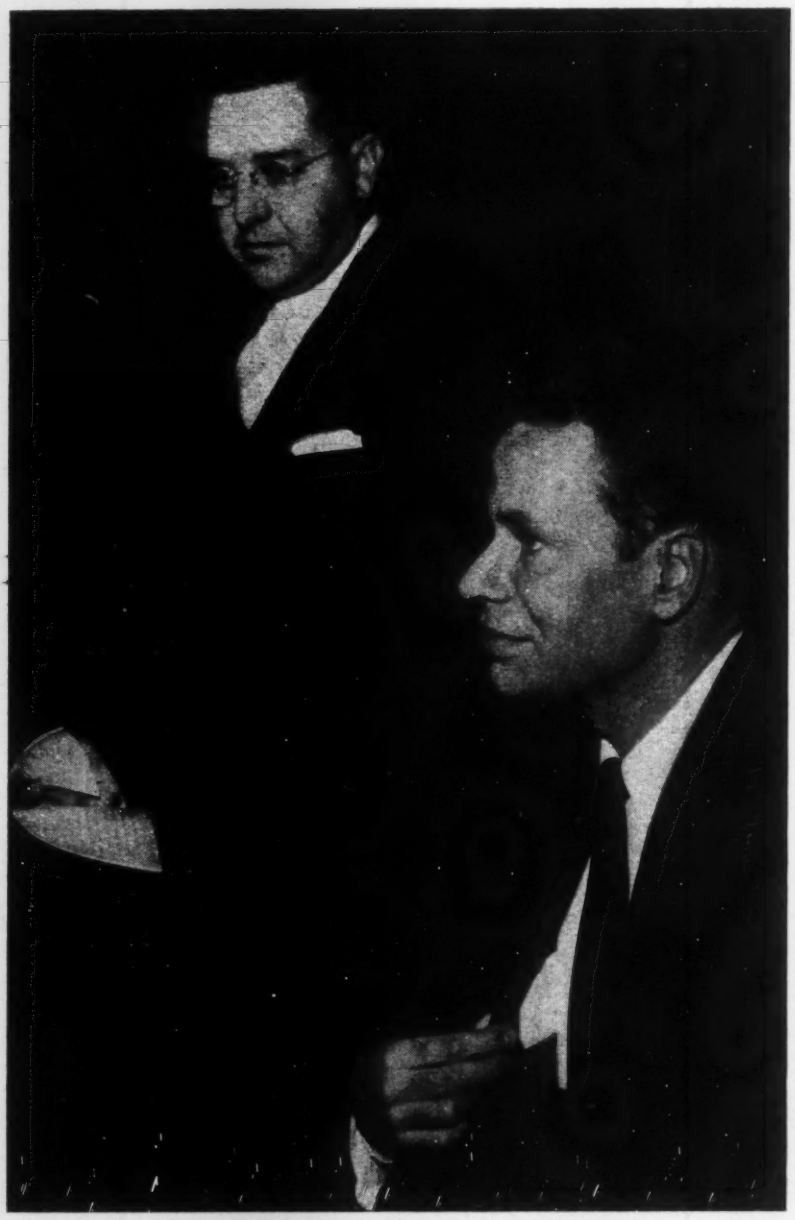
"I simply ran away."

For five days Mr. Van Doren and his wife drove aimlessly through New England while he tried vainly to come to some conclusion. They returned to New York Oct. 13, and he was served next day with a subcommittee subpoena. Still he was trying "hopelessly to seek a way out," he said last week.

"In the end it was a small thing that tipped the scales," Mr. Van Doren said. He received a letter from a woman who had seen him on the Garroway show. "She told me that the only way I could ever live with myself and make up for what I had done—of course, she too did not know exactly what that was —was to admit it, clearly, openly, truly. Suddenly I knew she was right. And this way, which had seemed for so long the worst of all possible alternatives, suddenly became the only one."

Upon completion of Mr. Van Doren's testimony, Chairman Harris and most other subcommittee members complimented him for his confession. "God bless you," Chairman Harris said.

A dissent came from Rep. Steven Derounian (R-N.Y.). "I don't think an adult of your intelligence should be commended for telling the truth," Rep. Derounian told Mr. Van Doren.



CHARLES VAN DOREN (RIGHT) AND ATTORNEY
'I was involved, deeply involved, in a deception.'

Secret Testimony • New revelations of tv quiz show "fixing" came to light last week when the subcommittee made public the testimony of seven witnesses given behind closed doors during the past month.

The witnesses: John Ross, personal manager of 12-year-old Patty Duke, who was a contestant on *$64,000 Challenge* and who currently plays the young Helen Keller in the play, "The Miracle Worker"; Edward Jurist, former producer of *Dotto, $64,000 Challenge, Quiz Kids* and *Giant Step*; Albert Freedman, former producer of *Twenty One* and *Tic Tac Dough*; Dan Enright, former partner in Barry & Enright Productions and supervisor-producer of *Twenty One;* Howard Felsher, former producer of *Tic Tac Dough*; Martin Dowd, former contestant on *Tic Tac Dough*; and Sy Fischer, head of Frank Cooper Assoc., which owned *Dotto.*

Among points made in their testimony:

Mr. Ross: Didn't know Patty Duke was given questions and answers in advance of her appearances on shows until Oct. 31, but suspected it and was almost sure when he heard associate producer Shirley Bernstein advise girl to study tune "Memphis Blues," about which she later was questioned. Said Entertainment Productions Inc. scout Irving Harris, who knew both him and Miss Duke, asked her to appear. She won $32,000 and Mr. Ross received 15% and gave $1,000 to Mr. Harris because "I just wanted to do something for him." During several appearances by Miss Duke he was afraid to ask her if she had been given advance information because "I was afraid I'd find out the truth."

Mr. Jurist: Said every effort was

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2 TO 1

Do your advertisers rave like this about your station?

"... never has a radio station been so talked about and so appreciated."

"... customer comment has been excellent, so we know your station has been wonderfully received."

"... business people have expressed an interest in radio on a sustaining basis for the first time ..."

"... low cost of advertising on WQMN can't help but make radio attractive to business men."

And do the clergy and community leaders write you letters like these?

"... responsible leadership in your programming."

"... sane, adult approach to broadcasting."

"... a much desired and long overdue re-evaluation of today's radio tastes."

Does your station receive this homage from your local Chamber of Commerce?

"You have certainly lived up to your 'quality music' slogan. Adult listeners are well pleased. . . . filling a definite need in radio in Superior and Duluth."

FROM SIGN-ON TO SIGN-OFF IN ITS FIRST MONTH ON THE AIR, WQMN (DULUTH-SUPERIOR PROGRAMATIC STATION) CAPTURED VIRTUALLY DOUBLE THE ADULT AUDIENCE OF A COMPETING 20-YEAR OLD NETWORK AFFILIATE!*

Thanks to Programatic, WQMN got off to one of the fastest starts in broadcasting history. Programatic's distinctive adult music captured listeners and advertising dollars fast for WQMN. And Programatic automatic equipment kept operating costs way down. Results: Quotes like those at the left and a profitable satisfying broadcast operation from the start.

You too can benefit with Programatic.

Programatic

Programming • Equipment • Commercial Injection

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229 Park Avenue South, New York 3, N. Y.

Tell me how WQMN's success with Programatic can be duplicated in my market.

Name.....

Position..... Station.....

Address.....

City..... Zone..... State.....

*Verifak Surveys Report, Duluth, Minnesota — Superior, Wisconsin, July 1959

made to "control" *Dotto* and that some amount of control was exercised on every quiz show he's worked on since pre-war *Quiz Kids* radio show. This was by finding out what contestant knew, then asking questions he would be likely to answer right. Admitted *Dotto* control was meant to be "subtle" but wasn't always that way, noting one contestant (Marie Winn) took notes at screening session and used them during show for right answers. Various techniques were used to achieve excitement, such as ties, and about 70% of plans worked out as expected. Acknowledged prior testimony to effect contestants were given answers directly indicated "clumsiness." Admitted paying a stand-by contestant (Eddie Hilgemeier) $1,500 "blackmail" to keep quiet about irregularities on show. Said he didn't consider activities immoral. Admitted when George Laboda, vice president of sponsor (Colgate) made complaint about one contestant winning $11,000 in one night, show was controlled so winnings were less.

Mr. Freedman: Admitted furnishing advance questions and answers to contestant James Snodgrass for *Twenty One* and assumed Mr. Enright did same for contestant Herbert Stempel. Of some 125 to 150 contestants, figures he helped 15 to 20 with answers and coached them on acting. Said "control" had been used on quiz shows from their early appearances on radio; felt it was his idea to assist contestants, but acknowledged he knew Mr. Enright was doing same before Mr. Freedman joined show. Said Mr. Snodgrass told "lie" in saying Mr. Freedman "cried" when one contestant won $75,000; that he couldn't be more delighted to see NBC spending its money. Said he'd helped contestants on *Tic Tac Dough* and "slightly" on *Big Surprise* in early 1956. Acknowledged he ordered several contestants to lose. Said he lied to grand jury at first, telling contestants he was going to do so to take the "terror" away from them. Denied he told contestants how to testify before grand jury. Said Mr. Enright has advanced him $15,000 in loans since he left his job and went to Mexico City, where he lives now. Said NBC officials didn't ask him if show was rigged and he probably wouldn't have told them if they had.

Mr. Enright: Claimed it was his own idea, not Mr. Freedman's, to help contestants. Acknowledged furnishing advance information to several contestants as well as coaching them on acting. Said he didn't think officials of the sponsor, Pharmaceuticals Inc., knew of irregularities. Said he didn't tell NBC officials Mr. Stempel was lying, but acknowledged telling them he had tape recording and signed statements of Mr. Stempel renouncing claims show was rigged. Admitted he guaranteed one contestant (Vivienne Nearing) $10,000 when she wanted to quit with $14,000 (she later dropped to $5,000, but received $10,000). He agreed with Mr. Freedman that more than half shows were fixed; that he and Mr. Freedman planned who would win, when ties would be made.

Mr. Fischer: Testified he knew *Dotto* was "controlled." That two radio shows with which he has been associated, *Second Chance* and *Keep It in the Family*, also were controlled. He said he made decision to pay Mr. Hilgemeier $1,500 to keep him quiet. (Several congressmen hinted strongly that Mr. Fischer had dodged subcommittee staffers with subpoenas. He also was criticized for refusing to sign waiver of immunity for testimony before New York grand jury).

Ike on quizzes

President Eisenhower said last week that nobody will be satisfied until the television quiz mess is cleaned up.

He was asked about the subject at his news conference Nov. 4. He likened the public reaction to that which resulted from the White Sox World Series scandal of 1919. He recalled that a fan, addressing Shoeless Joe Jackson, one of the players, said: "Say it ain't so, Joe."

The President said that every communications medium engaged in the distribution of news and entertainment has a terrific responsibility and must practice self-discipline. It is self-discipline by business, he said, that will keep free government working.

Mr. Eisenhower reminded newsmen that he had asked the Justice Dept. to determine whether the quiz cases had violated any federal law or whether any new laws should be proposed. He said that Justice would present its conclusions before the first of the year.

He also said the Federal Trade Commission seems possibly to have some function in correcting the whoe business and had moved into television investigation because deceitful advertising is tied into the general condition (see story, page 56).

Mr. Dowd: Acknowledged he had appeared on both daytime and nighttime versions of *Tic Tac Dough* and was furnished answers to questions in advance. He said producer Howard Felsher, friend, invited him to appear on night show to defeat contestant (Army Capt. Michael O'Rourke) who "is winning too much money." Said he received both answers and coaching, winning, in all, $3,800 on day show and $19,700 on night show. He said at one time his winnings were up to $47,000, but Mr. Felsher told him that was too much and suggested $10,000 or $12,000 take-out. Mr. Dowd said he demurred and wound up taking out $19,700, when Mr. Felsher said he would lose his job if the prize was too much. He said he was told by Mr. Felsher that latter was going to testify to grand jury that he didn't furnish answers. He said Mr. Felsher was "bitter about me telling the truth" and had asked him not to be truthful with grand jury. He didn't feel contestant O'Rourke had been given help, that Korean war hero was brilliant off-stage as on.

Mr. Felsher: Admitted *Tic Tac Dough* was fixed and that he had furnished answers to both Mr. Dowd and Capt. O'Rourke, who won total of $108,000 before Mr. Dowd defeated him. Mr. Felsher said he wanted to remind subcommittee members that Capt. O'Rourke had "11 pieces of shrapnel" in him and held the Distinguished Service Cross. (Whereupon, Chairman Harris said that Capt. O'Rourke might be general someday and it was best to establish beforehand whether he is corruptible. He said Capt. O'Rourke's heroism is appreciated, but that it doesn't give him "license" to participate in fraud on public.)

$64,000 Fix • Wilton J. Springer, through a written statement, and Arthur Cohn, in person, testified that the "fix" was on for their March 1958 match on *$64,000 Challenge*. Subcommittee counsel Charles Howze Jr. read the sworn statement of Mr. Springer, who is recovering from a heart attack.

On the day of the program, Mr. Springer said he was supplied answers in advance by associate producer Shirley Bernstein, sister of famed orchestra conductor Leonard Bernstein. Mr. Springer said he used the answers on the program, two of which he had not known, and won $4,000 when Mr. Cohn missed. He said that after he had been given the answers, and before going on the air, he mentioned the interview with Miss Bernstein to his opponent.

"Mr. Cohn had not had an interview with Miss Bernstein," Mr. Springer said. "He appeared very much interested in the fact that I had had

This is the kind of hold our station has on people

It's a two-way affair, as you can see. We hold each other's loyalty and friendship. *Plus-values without equal to worthy sponsors!*

We've earned viewer loyalty through a natural attitude that our people, providentially, appreciate. Strong emphasis on public service. Programming for the human being. No staff shouting—no triple spots—no hokum. Civic-minded veteran staff members, respected members of their parts of the community. Doing, in fact, what comes naturally with nice people.

How do we know? Ratings, mail counts, word of mouth—you name it! Your message, in behalf of worthy products, gets special notice here. It's the U.S.A.'s 17th (with an annual 3⅓ billion-plus buying appetite) but one of the most rewarding markets of them all—and George P. Hollingbery has all data plus our means-what-it-says rate card. What's holding *you?*

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

WHIO-TV CBS channel 7 dayton, ohio

MARTIN REVSON
Victim of a 'conspiracy'

such an interview. The next day [Miss Bernstein] tried to prevail on me to communicate with Mr. Cohn and to try to induce him not to make any public disclosure of the above-described facts. I did not get in touch with Mr. Cohn."

Mr. Cohn, who returned the $250 he won as a consolation prize, said he told the story to officials of Revlon and CBS. He said Revlon pleaded with him to take the money so he ordered the check made out to charity.

A New York advertising salesman, Mr. Cohn repeated that Mr. Springer had told him the latter had received the questions in advance. He said that when Mr. Springer was asked the same questions on the air, "I felt like I was going to blurt the entire thing out. . . . It was just cheating." He said he remained silent because "no one wants a troublemaker."

Mr. Cohn said he complained to Miss Bernstein by telephone soon after the show and that she denied supplying answers and spoke of an "amazing coincidence." She called him two days later, Mr. Cohn related, and urged him not to make any trouble.

Minister's Story • The Rev. Charles E. (Stony) Jackson said he had no compunctions about taking $16,000 in winnings on *Question* because "I worked like a dog boning up . . . on a category ridiculous enough to attract attention—great love stories."

"I have not been censured nearly so much for taking the money as for opening my big mouth," he said.

Rev. Jackson said that the public in Tennessee has been very critical of the subcommittee's investigations and has shown a "we couldn't care less" attitude.

Rev. Jackson, minister of the Disciples of Christ Church, Tullahoma, Tenn., said that it is his ambition to become "a Protestant Father Flanagan," founder of Boys' Town. He told of making efforts to get on several tv quiz shows to help pay debts in an unsuccessful promotion of a Florida home for boys.

After his *$64,000 Question* appearances, Rev. Jackson won $4,000 on *Challenge* which he said he took because tax officials told him he would have to pay tax on the amount anyway. He sent some of his winnings to the contestant he defeated—with help from the producers—he said.

Before his appearances on both programs the witness said he was given questions and answers which later were asked. He said he told fellow ministers and friends about this in Tennessee and "without exception" they said he had done nothing morally wrong.

Cugat's Testimony • Band leader Xavier Cugat told how he consented to appear as a contestant on *$64,000 Challenge* strictly for publicity reasons, "but I didn't want to make a fool of myself."

He said answers were supplied to him before each of his three appearances by Mr. Koplin, producer of the show.

Mr. Cugat's opponent was singer Lillian Roth, author of the best-selling book *I'll Cry Tomorrow*. Miss Roth missed at the $16,000, level and Mr. Cugat took home that amount in winnings.

"I thought it was entertainment—it was a show," Mr. Cugat told the congressmen. "Now I wish I'd never gone there for $16 million." He said he did not know if Miss Roth had been supplied with answers.

"If there was too much make believe, I wish you could do something about it without giving entertainment a black name," Mr. Cugat told the congressmen.

$64,000 Conflicts • Members of the subcommittee made it plain they are convinced that one or more witnesses lied in affixing the blame for controls placed on *$64,000 Question* and *Challenge* during Tuesday and Wednesday testimony.

Steven R. Carlin, executive producer, Mert Koplin, producer, and Shirley Bernstein, associate producer of *Challenge* (via an affidavit entered in the record), swore that "control" of contestants was at the desire and direction of Revlon, the sponsor.

REVLON'S CHARLES REVSON
'It was the producer'

Revlon President Charles Revson, and his brother Martin Revson, former executive vice president, entered vehement denials. They were backed by James D. Webb, president of C. J. LaRoche & Co., one of Revlon's agencies.

The position taken by the producers was supported by George Abrams, vice president of advertising for Revlon until last April.

Much of the testimony centered around weekly strategy meetings to discuss the two shows. They were attended by the producers, Revlon executives and its agencies. Memorandums were made outlining discussions and decisions reached at each meeting.

Messrs. Carlin and Koplin testified that at "virtually every meeting" Revlon representatives (Messrs. Martin Revson and Abrams) indicated they wanted certain contestants continued and often made "urgent suggestions" that this or that contestant be dropped.

Ratings were uppermost in everybody's mind, the producers said, and as ratings dropped "pressures" for more controls increased. The reaction was to do everything possible to place a more dramatic show on the air and

LISTEN, CHARLIE...

...advertising agencies do a lot of different jobs these days: art, copy, merchandising, research, media, cooking, TV production, publicity, package design... the list could go off the page.

Some agencies figure their art and copy departments are their creative departments and the rest are "supplementary services." But other agencies figure that a creative agency is creative in all departments. Items:

There is the contact man who thought up the cold remedy that combines the elements of two clients' products...

There is the merchandising man who made a hard goods promotion successful by surrounding it with the atmosphere of a private sale...

There is the production man who helped overcome the technical difficulties in a new process: high-fidelity color for newspapers...

There is the media man who originated the consolidated purchase of television time for a group of accounts...

There is the publicity man who put a model tropic island on a barge and had it towed around New York...

There is the research man who found a new way to test for taste...

There are such things as creative packaging, inventive combination deals, and new ways to inspire the trade. There are many ideas which sell goods.

And, most important of all, there is the creative advertising idea which puts a benefit into people's minds in a new and arresting way. After all, it isn't just products which people buy...

PEOPLE BUY IDEAS

YOUNG & RUBICAM, *Advertising*

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • London • Mexico City • Frankfurt • San Juan • Caracas • Geneva

Mondays through Thurs-
days at 6:30 P.M., it's the
Curt Massey Show on
KRCA—a sprightly quar-
ter-hour of popular song
featuring Curt, Liltin' Mar-
tha Tilton, Country Wash-
burn's band, and a bevy of
their own special guests.

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noted artist, art critic and
instructor Lorser Feitel-
son brings KRCA audi-
ences a series of lectures
devoted to the apprecia-
tion of contemporary art.

Opposite ends of the pro-
gramming spectrum?
Yes. But each a vital part
of KRCA's overall pur-
pose, serving the entire
community. This is KRCA's
extension of the NBC
Television Network con-
cept, rewarding programs
for every television taste.

AUDIENCE:
THE SUM OF
MANY PARTS

KRCA

NBC Owned
Channel 4 in Los Angeles
Sold by NBC Spot Sales

"Come out from behind that beard, Paul . . . EVERYONE in Western Massachusetts knows you!

PAUL MONSON

Traveler — Lecturer
"Dean of the Morning Men"

#1 Radio personality in the area. Featured on

WSPR

#1 Radio Station with studios in Metropolitan Springfield area consistently verified by ratings

GET ALL THE FACTS
Call Hollingbery or Kettell-Carter for rates and availabilities

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SPRINGFIELD, MASSACHUSETTS

this resulted in more coaching of candidates. Principal method of controlling contestants, the witnesses testified, was to determine what the contestants did and did not know and to ask questions accordingly.

Extreme Displeasure • Mr. Koplin stated than when the "controls" did not work in achieving the results on the show which Revlon officials wanted, the "atmosphere" at the next weekly meeting was "one of extreme displeasure . . . which took many forms." If the controls succeeded, he said, the sponsor expressed pleasure.

He said that no effort was made to disguise the fact that the two $64,000 shows were controlled—he called the method used "playback." He said Revlon never threatened to "get anybody's job" but that Martin Revson was "unpleasant quite a good deal of the time." The control actually was exercised by the sponsor, he said, and the producers were ordered to have more losers.

Many contestants, he said, were not helped in advance. He cited boxing expert Dr. Joyce Brothers as a contestant the show tried to get rid of, but one who answered the most difficult question that could be devised.

Mr. Carlin said that Revlon often indicated it wanted certain contestants continued or dropped. But, he said, the role toward more control has to be shared between sponsor and producer. He said that Revlon often threatened to cancel its co-sponsorship of *Challenge* (the cosmetics firm was the sole sponsor of *Question*). Its interest was to get ratings up and the cosmetics firm made no issue about how this was done, he maintained.

P. Lorillard (for Kent cigarettes) co-sponsored *$64,000 Challenge*. Mr. Carlin said he had only infrequent meetings with this sponsor and that Lorillard was not involved in the controls.

CBS-TV Inquires • Mr. Carlin said that CBS twice inquired about the fix charges. These related to the Rev. Jackson statements and the Wilton Springer-Arthur Cohn situation. The network asked for a written report containing a detailed analysis of the situation, he said.

The Revson brothers, with Martin the first on the stand, were given a rough interrogation by various members of the subcommittee. When Rep. Derounian told Martin Revson he thought contradictory testimony of other witnesses was true, Mr. Revson snapped: "You have no right to say I am not telling the truth." He repeatedly said "absolutely not" and "certainly not" in answering questions of the subcommittee if he ordered controls over contestants.

He denied, as did Charles Revson, ever ordering that contestants be dropped or continued; ever knowing before the hearings that the shows were controlled. He claimed Entertainment Productions Inc., which owned the quiz shows, "had the last word on everything. If we didn't like it, there was nothing we could do about it.

"EPI's people made it clear that they did not need Revlon. They told us constantly that we were lucky to have the show—that other sponsors were lined up at their door."

Both Revsons said that they never had the slightest knowledge that any contestant on either show was ever given the questions and answers in advance. They expressed "shock and surprise" at the statements made by Messrs. Koplin and Carlin.

Conspiracy Charged • Martin Revson said that the producers "entered into a conspiracy against me." Charles Revson said: "Those who rigged the quiz shows would have you believe that pressure from my company made them do so. That is not the fact."

The Revsons were questioned at length about memorandums prepared following the weekly meetings (Charles did not attend) and the affidavit by Mr.

At liberty

As a result of his testimony before the House Special Subcommittee on Oversight, Charles Van Doren lost two jobs last week. He was dismissed from his $50,000-a-year post at NBC, and the trustees of Columbia U. voted to accept his resignation as assistant professor of English.

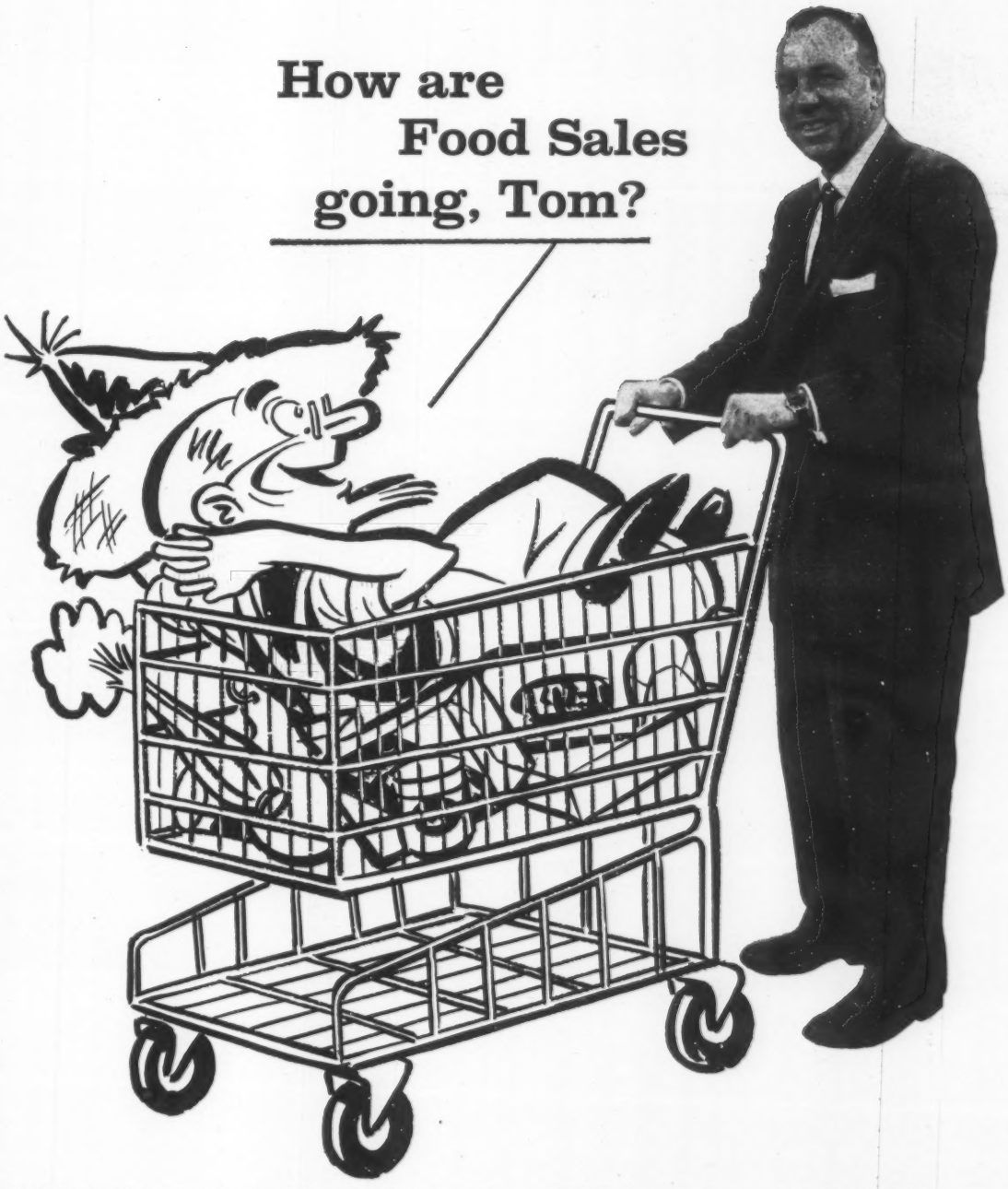
An NBC announcement Nov. 3 stated the company's decision was prompted by disclosures NBC received for the first time through Mr. Van Doren's testimony before the subcommittee. A spokesman said Mr. Van Doren would be paid through Nov. 3.

NBC's announcement said in part:

"Mr. Van Doren's admissions in his testimony are completely at variance with his repeated denials of complicity in or knowledge of any rigging on *Twenty One*—denials made to the press, the New York County District Attorney, to the grand jury, to the viewing public, and his employers at NBC.

"Those who have knowingly engaged in the frauds of quiz show rigging must be removed from the broadcast scene. With deep regret, we have concluded that no exception should be made with Mr. Van Doren."

How are Food Sales going, Tom?



"WDAY-TV is certainly 'pushing food' like mad, these days! Thanks to our new 1206' tower we are reaching 96% more people—covering 60% more area and upping our area retail sales volume by 100%!

"Retail sales in our area total $670,475,000—of which $117,384,000 is in food alone!

"What's more, Standard Rate & Data Service now points out that the Fargo area is the No. 1 Retail-Sales-Per-Household Area in the entire U.S.A. The national average is $3,944 . . . as compared to Fargo's whopping $5,970!

"All in all—if you aren't advertising your food products on WDAY-TV, you're missing one of the surest bets in the nation. Why don't you ask P.G.W. for availabilities?"

Yours,

Tom Barnes

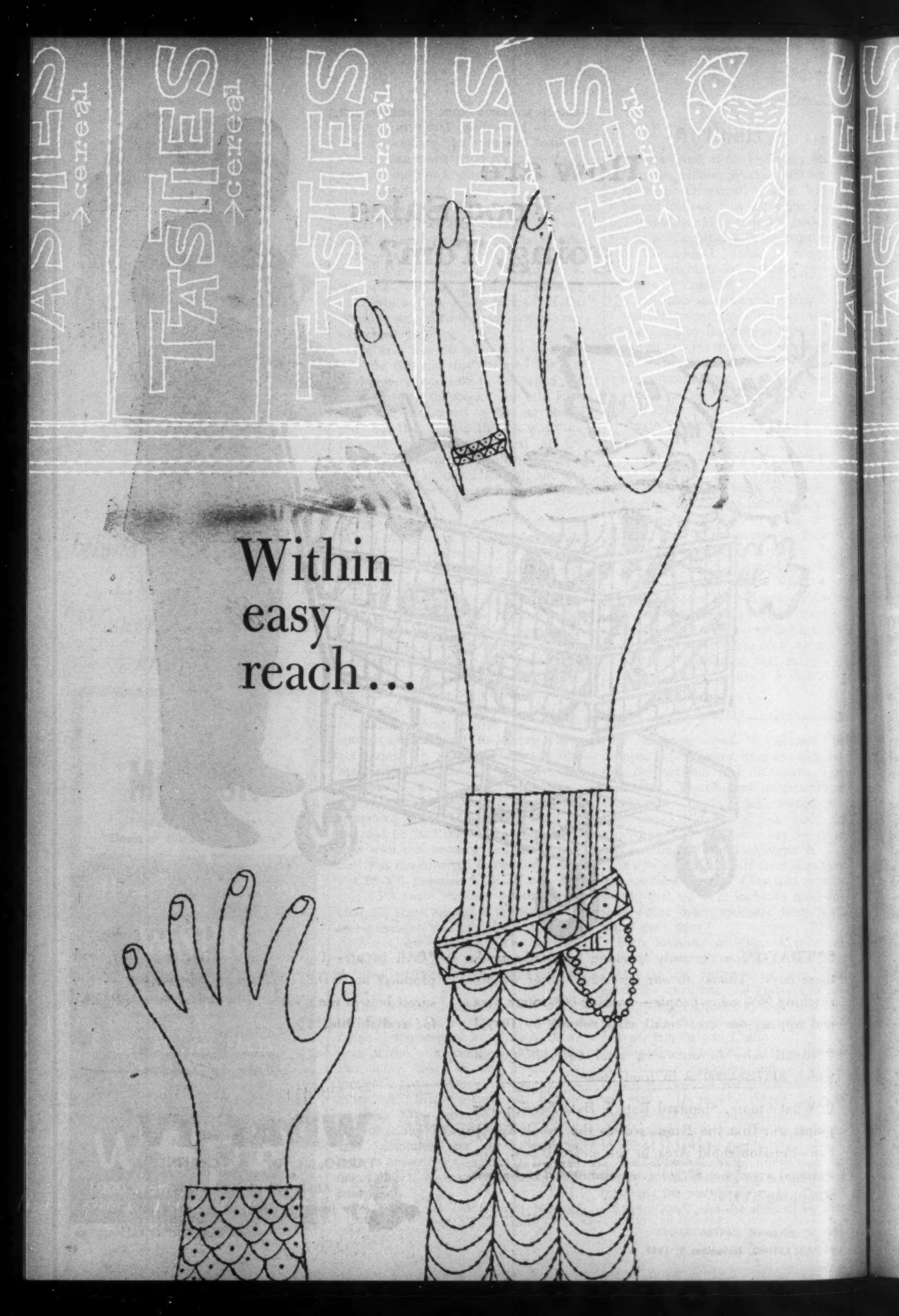
Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives


TASTIES
cereal
Within
easy
reach...

Spending money is an *adult* affair. So is making it! That's the reason advertisers with full-grown profits in mind use Philadelphia's WCAU-TV. Because...

WCAU-TV reaches *more adults* than any other station in Philadelphia. In fact, a giant 83% of WCAU-TV's audience is adult. Best of all, when it comes to women (the little ladies with the man-sized purchasing power) WCAU-TV leads, too... delivers 12½ million *more women viewer impressions* a week than Philadelphia's second station. (Latest ARB, *four*-week average)

Grown-up results? They're within easy reach on Philadelphia's majority leader:

CBS OWNED • CHANNEL 10, PHILADELPHIA • REPRESENTED BY CBS TELEVISION SPOT SALES **WCAU-TV**

GET UNDER THE SURFACE . . .

for market facts in the San Antonio area.

The cost per 1000 is lower on KONO radio . . . per 1000 men . . . per 1000 women . . . per 1000 families.

For facts and figures call your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC

KONO Radio

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS

Abrams read into the record. Of particular interest to the congressmen was what has been labeled "the famous last memorandum"—of which no copy can be found by the subcommittee.

This memorandum was reported to say "bluntly that a certain match would end next week and another contestant would advance to another plateau on the *Question* show." Messrs. Koplin, Carlin and Abrams testified that Martin Revson was "quite upset at this memo and ordered that there would be no more . . ."

Martin Revson, who described testimony of the producers as "a bunch of hogwash," said he did not recall the contents of the lost memo and that the memos were stopped because they became editorial in nature, reflecting the opinions of the writer, a BBDO man assigned to the account. He said he chaired the weekly meetings and denied that there was ever any discussion of whether a contestant would be dropped.

"If we had known any controls were being used, I can assure you we would have dropped it at once," he said. He described Mr. Koplin as a "mouse" who never spoke out at the meetings. Martin Revson said that he has been a "private investor" since leaving Revlon in the spring of 1958.

Producers Deny Fix • On three different occasions, both Revsons said, Revlon asked producers of the two shows if any controls were exerted over contestants. In each instance, they said, denials were given. This was done verbally and Revlon had nothing in writing from EPI to this effect, it was stated.

Charles Revson pointed out that fix charges have been leveled against *The Big Surprise*, which has only one thing in common with the $64,000 shows. "It was not the sponsor, it was the producer," he emphasized. "This producer would have you believe that sponsor pressure from Revlon drove him to do what he did on our show. Then what caused him to rig *The Big Surprise?*"

Mr. Webb, who attended the weekly meetings, said that "nothing ever occurred to arouse my suspicions. I believed that the programs were honest. Surely, the producers never gave me the slightest reason to believe otherwise." Mr. Webb said that LaRoche bills about $2 million annually for Revlon (its fourth largest account) for which it receives approximately $240,000 in commissions.

Abrams Supports Producers • Mr. Abrams, in charge of advertising for Revlon during the time *Question* and *Challenge* were on the air, said that the sponsor "understood . . . the technique used for controlling the destiny of a contestant was to employ questions ranging from 'tough' to 'easy.' If a contestant was interesting, it was generally the consensus of opinion that he should continue on the show. If he was dull, we should suggest to the producer that it would be desirable that the contestant not continue in the future."

'Assumed' controls • But he didn't know they went as far as coaching contestants, Robert Foreman, executive vice president, BBDO, testified.

He said decisions were made at the weekly meeting as to who should continue on *Question*, how a match should go on *Challenge*—"and the sponsor and agency expected that the decisions would be carried out with a high degree of accuracy." (Of this testimony, Martin Revson said: "That's his personal opinion. It's not true.")

Mr. Abrams is now president of Cosmetics & Toiletries Div. of Warner-Lambert Pharmaceutical Corp. He did not appear before the subcommittee in person; his statement was read by subcommittee counsel Richard N. Goodwin.

Rigged on Instructions • Miss Bernstein, who also did not testify in person, stated in an affidavit that *Challenge* often was rigged on instructions from the sponsor. She said these directions were relayed to her through Mr. Carlin. It was her "complete understanding from the start," she said, that rigging instructions came from the sponsor.

By sponsor, she said, she meant Revlon. "I was given to understand that we had little or no interference from the

Boost ratings • That was Revlon's desire, said Executive Producer Steven R. Carlin, with no issue made about how to do it.

Attended meetings • But "nothing ever occurred to arouse my suspicions," said James D. Webb, C. J. LaRoche & Co. head.

Controls obvious • And no effort was made to disguise them, according to Producer Mort Koplin. He said Revlon meeting "atmosphere" was clue.

Lorillard people." Miss Bernstein said that on occasion she supplied questions and answers in advance of a contestant's appearance on the show but that some programs were not tampered with at all.

Last Tuesday's and Wednesday's testimony brought forth the question of whether perjury had been committed—with several members of the subcommittee saying often that somebody was not telling the truth. Rep. Bennett said he thought there was "a clear case of perjury" and requested that the hearing record be sent to the Attorney General for action.

Rep. Derounian made the same observations. Rep. Harris said only that there were "differences" in the testimony and pointed out the Justice Dept. already had instituted an investigation of tv quiz shows.

Subtle Controls • Robert Foreman, executive vice president of BBDO, New York, agency for Revlon at the time of the *$64,000 Question*, told the committee that Revlon spokesmen discussed the merits of various contestants on the show and expressed their desires on whether a contestant should continue to win or should lose. He said that the sponsor and producer usually agreed about contestants' desirability and their desires "usually" worked out on the show.

From this, he said, he "assumed" that controls were being used. Mr. Foreman said he never anticipated anything as blatant as giving questions and answers, but assumed that control was exercised through knowing a contestant's strengths and weaknesses.

Mr. Foreman, author of a book about quiz shows, *The Hot Half Hour*, said his book was strictly fiction, and any controls described in it were based strictly on assumption and imagination. The book was published after Revlon left BBDO, because the agency was "no longer doing the job" Revlon wanted.

$10,000 Entry Fee • At a three-hour evening session, Nov. 4, the subcommittee directed its attention to a side-matter —that of outside advertisers purchasing plugs from program producers without the knowledge of the program's sponsor.

The program concerned: *The $64,000 Question.*

Advertiser plugged: Hess Bros. department store, Allentown, Pa.

Fee paid: $10,000 in cash.

The evening's first witness was Kenneth Hoffer, Reading, Pa. A former employe of Hess. Bros., Mr. Hoffer was a three-question contestant on *Question*, in August 1955. He told the committee how he had applied to be a contestant and had told fellow workers about it. A few days later, he testified he received a phone call from Hess Bros.' owner Max Hess at 1:30 a.m. Mr. Hess told Mr. Hoffer he would go on the show and get to the $64,000 level, at which time he would lose.

The next day, Mr. Hoffer, Max Levine, Hess. Bros. pr man, and David Gottleib, furniture buyer, drove to New York where the first of several meetings which resulted in Mr. Hoffer's brief appearance on the show a week later were held.

Mr. Hoffer said Mr. Hess told him he would get $4,000, in cash value of the consolation Cadillac auto prize offered by the program. He never got that far (missing the $256 question), never got his $4,000, though he did get a $10 a week raise.

Messenger Boy • Mr. Gottleib told the committee he was cast in the role of a messenger boy who made several trips to New York to negotiate with Elroy Schwartz, an employe of Cowan Productions, then producer of *The $64,000 Question*. On instructions from Mr. Hess, he said he offered $1-2,000 to Mr. Schwartz, to get Mr. Hoffer on the show. Mr. Schwartz replied this was insufficient.

Mr. Gottleib testified he sat in on a phone conversation between Mr. Hess

Sales up; stock down

Revlon sales figures entered in record of House Legislative Oversight Subcommittee tv quiz investigations last week showed a sharp rise in the firm's income after it began sponsoring *$64,000 Question* in June 1955.

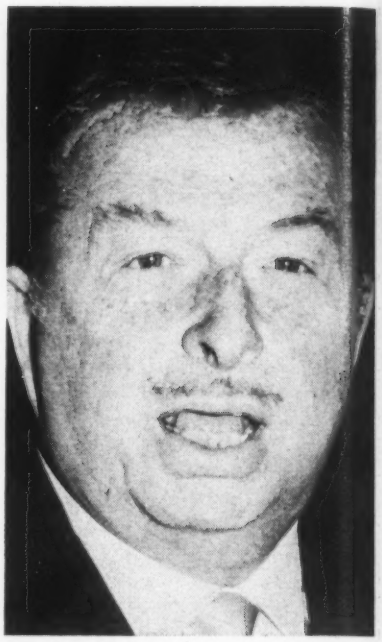
But, in the face of charges that Revlon was responsible for "controlling" that show and *$64,000 Challenge*, which it co-sponsored, Revlon stock dropped sharply on the New York Stock Exchange. Price of the stock dropped $5.25 at the close of business Wednesday (Nov. 4) from the high of the last market day, Monday. Trading of the shares skyrocketed, with 39,400 shares changing hands Wednesday, compared to 1,000 shares Monday.

Revlon stock closed Wednesday at $54.25, down from the $59.50 closing price Monday. It opened Wednesday at $56 and sold as low as $54.12.

In 1954, the year before Revlon began sponsorship of *Question*, its net sales were $33.7 million, 30.6% of the total sales of cosmetic companies listed in stock exchanges. For 1955, after the quiz show had been on the air six months, sales increased to 54% to $51.8 million and 38.7% of total market.

With a full year's sponsorship of *$64,000 Question* and *Challenge* in 1956, sales skyrocketed to $85.7 million, a 66% increase, representing 48.8% of the total market. Figures for the final two years of sponsorship showed 1957 sales of $95.7 million (48% of market) and 1958 $111 million (48.6% of market).

Charles Revson, Revlon president, said he was unable to estimate what percentage of the sales increase could be attributed to tv, but that "it helped." He said the firm spends approximately $8 million annually in tv, some 65% of its advertising budget. The *$64,000 Question*, he said, cost about $80,000 weekly, including $40-50,000 for time and $15,000 for prize money.



Just entertainment • Band leader Xavier Cugat appeared for publicity. It was just a show, he said, but now he wishes he hadn't.

in Allentown and Mr. Schwartz in New York in which an agreement was made to pay $10,000 in cash to get Mr. Hoffer on the show.

On Aug. 9, the date that Mr. Hoffer appeared on *Question*, Mr. Gottleib paid Mr. Schwartz $5,000 in cash, in a New York restaurant, and paid another $5,000 a few days later on a street corner opposite Radio City. He did not get receipts on either occasion.

Mr. Gottleib told the committee he understood the full $10,000 did not go to Mr. Schwartz, but was to be divided among other people involved in the program's production.

'Terrific Thing' • Final witness of the evening was Max Hess, owner of the Allentown department store. He told the committee his store grosses $30 million annually and spends about $600,000 on advertising and public relations.

Other than that, Mr. Hess could say little more than "I can't remember," and "To the best of my knowledge I don't know."

These answers were given repeatedly to questions about with whom Mr. Hess made an agreement to pay $10,000 for getting Mr. Hoffer on the *Question*. He said he didn't remember the name Schwartz, and didn't remember making any agreement with anyone except his public relations director, Mr. Levine.

Mr. Hess said he thought it was "a terrific thing" to get plugs on national tv programs through the payment of a $10,000 fee, and "I'd do it again if I had the chance." He said as far as he knew, it was a common thing.

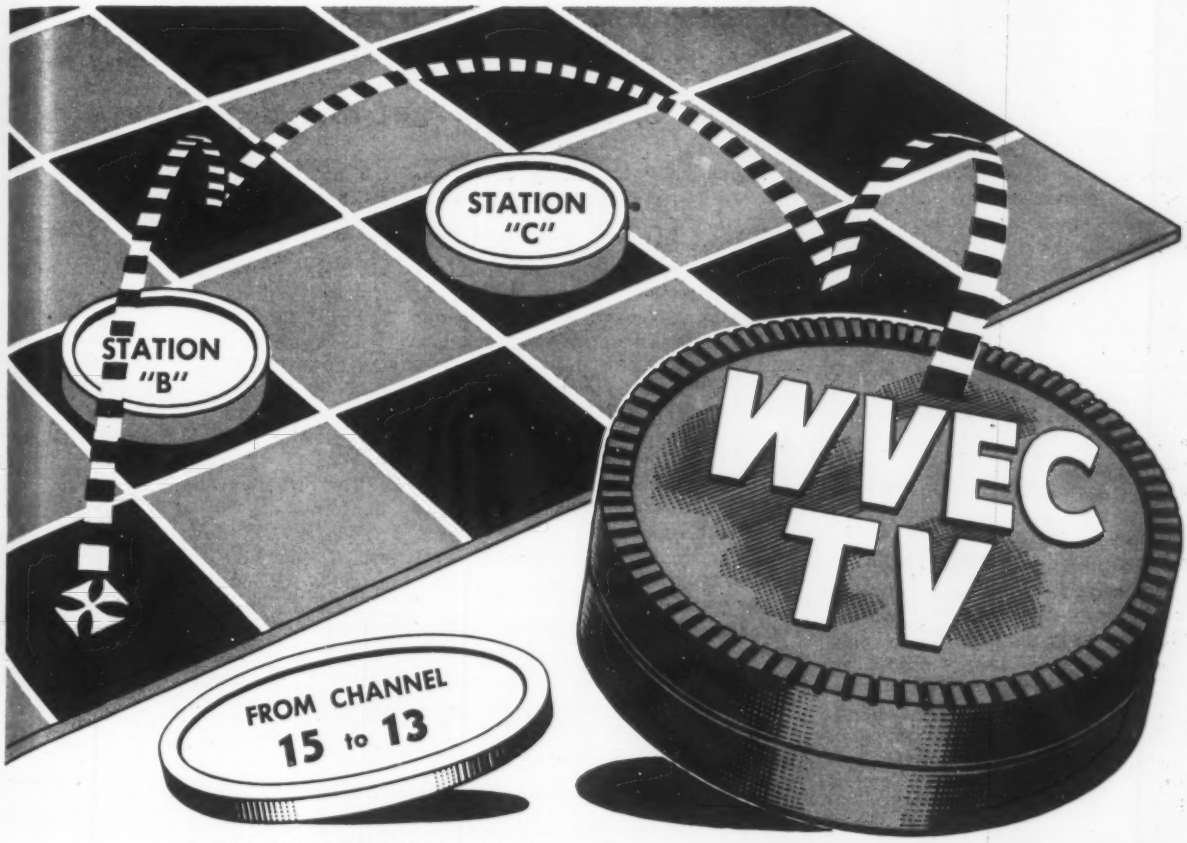
In answer to questions from committee counsel Robert Lishman, Mr. Hess said his store had done this so often he didn't remember any names. Mr. Lishman refreshed Mr. Hess' memory whereupon Mr. Hess stated he himself had appeared on *The Kate Smith Show* and *The Dunninger Show*. He also said his firm had paid Jack O'Brian (*New York Journal American* tv-radio columnist) and Bob Considine (syndicated columnist of King Features) $1,000 each to visit the store and write articles about it. Messrs. O'Brian and Considine said they received money for personal appearances but not for plugs.

Refresher Course • In an effort to make the reluctant witness a little more enlightening in his answers, Mr. Lishman asked Mr. Hess about the first visit of a committee investigator to his store. Mr. Hess admitted he had refused to cooperate with the investigator and had told him to "drop dead." When served with a subpoena, Mr. Hess told his lawyer, "tear it up and forget it." At a second meeting Mr. Hess told the investigator he had not paid money to get Mr. Hoffer on the *Question*. Mr. Lishman said it was only Friday, Oct. 30 that Mr. Hess agreed to tell the true story after he received information that Mr. Gottleib had agreed to testify.

Mr. Hess said he also had paid $5,000 to one of his new New York pr counsellors (Gertrude Bayne) for her part in securing the *$64,000 Question* plugs. He said she "arranged" an interview for Messrs. Hoffer and Gottleib with people "connected" with the show.

TOP TV AUTHORITY WANTS ACCT. SUPVSR. JOB

25 years experience in leading AAAA agencies on multi-million-dollar accounts: food, tobacco, drugs, beer. Call or write: Len Tarcher, 94 Schoolhouse Lane, Roslyn Heights, N. Y. MU-8-2343



WVEC TV is 2 jumps ahead. It's moved to the "lucky" number on the dial . . . from channel 15 to channel 13.

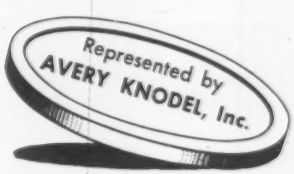
IS 2 JUMPS AHEAD IN TIDEWATER

6 years of telecasting experience and national acclaim as a successful "UHF" station makes it easy for WVEC TV's new "VHF" station to do a number one selling job for you in the big Tidewater market. Buy the station with the knowhow . . . WVEC TV

WVEC TV jumped from a highly successful "U" to the powerful ABC "V".

WVEC TV is the ONLY station in the Tidewater area to have spacious telecasting studios on both sides of prosperous Hampton Roads. Both Norfolk and Hampton studios are complete with ALL facilities.

WVEC TV's new 316 Killowatt transmitter enables it to provide the most intensive metropolitan area coverage.



WVEC·TV CHANNEL 13 abc

NORFOLK • HAMPTON • NEWPORT NEWS • PORTSMOUTH • VIRGINIA BEACH

FTC EXPANDS ITS TV MONITORING

Auto glass commercial cited in new 'get tough' policy

The Federal Trade Commission last week delivered a promise—and its first lick—in a suddenly stepped-up campaign against what it feels is deception in television commercials.

In a statement released Nov. 2, FTC Chairman Earl W. Kintner announced the agency will combat tv commercials that deceive by doubling the FTC's radio-tv ad monitoring staff, by monitoring tv network programs around the clock during broadcast hours, by demanding scripts of all tv network commercials during the Nov. 15-Dec. 15 pre-Christmas period and by intensifying its investigations of non-network tv advertising throughout the country.

Two days later (Nov. 4) came the first action in the FTC's get-tough plan (CLOSED CIRCUIT, Nov. 2): General Motors Corp., Detroit, and Libbey-Owens-Ford Glass Co., Toledo, were charged with using "camera trickery" in tv commercials which deceptively minimized the amount of optical distortion of L-O-F plate glass used in GM cars as compared with other glass used in cars made by other manufacturers.

Libbey-Owens-Ford promptly issued a denial that its advertising was false or misleading (see below). General Motors said it would have no comment in the immediate future.

The FTC action came as Charles Van Doren, onetime public hero No. 1 of the tv quiz shows, did public penance before the House Legislative Oversight Subcommittee for taking part in the "rigged" shows (story page 39). It came, many thought surprisingly, only two weeks after Mr. Kintner had urged broadcasters at an NAB regional meeting to tighten their self-regulation of tv advertising lest the FTC step in and only three weeks after Mr. Kintner himself underwent questioning by the same House subcommittee, along with FCC Chairman John C. Doerfer.

Public Reaction • Mr. Kintner said the FTC is expanding its monitoring as a result of numerous letters it has received from the public stemming from revelations before the House group about rigging of tv quiz shows. Though his agency cannot control program content, he said, "the honesty of tv commercials is very much our concern."

In his statement, Mr. Kintner called on broadcasters to crack down on commercials whose "bad taste" the public has complained about to the FTC, even if no legal action is "now" possible concerning these. He said broadcasters have a responsibility to "clamp down" on "advertising excesses that dance on the edges of the law."

Broadcasters, he said, should cooperate with the FTC as a matter of "enlightened self-interest" by rejecting illegal advertising and by screening out commercials which "exaggerate, irritate and nauseate."

The FTC chairman said the agency's war on deceptive tv commercials is not new. Under way now are 53 investigations, he said, while 18 complaints and 11 orders have been issued since July 1958. These objectionable tv commercials, both audio and video, have taken weeks and months of "painstaking care" to develop legal proof, he said.

He noted other misleading radio and tv advertising has been stopped by FTC orders against the same advertising in print, since an FTC order forbids the challenged advertising in all media.

'False' Comparison • The FTC's complaint against General Motors and Libbey-Owens-Ford cites two specific instances in which, it claims, illegal deception was used, although an FTC spokesman said others will be described at the hearing itself, now scheduled for Jan. 18 in Chicago.

The two, both involving visual deception: that in one picture sequence, showing disparity between the optical distortion of safety sheet glass made by other manufacturers for non-GM cars and safety plate glass made by L-O-F for GM cars, different camera lenses were used for the two products, resulting in an "inaccurate demonstration" of the comparative distortion; that in another sequence, the picture, purportedly taken through an automobile window made of L-O-F's safety plate glass, actually was taken through an open window (with the glass rolled down).

FTC BOSS KINTNER
Double trouble for tv

FTC charged deceptive photography "and devices" were used to exaggerate the distortion in sheet glass (not produced by L-O-F) and to minimize distortion in L-O-F's safety plate glass. The glass used was in the side windows of cars.

The two companies have 30 days to file formal answers to the complaint.

The FTC's Bureau of Litigation, which will try the case, last week vetoed requests for more specific information beyond that designated in the formal complaint: i.e., actual commercials involved, pictures of the alleged deception in FTC files, networks, programs and dates.

FTC Is Watching You • But Charles A. Sweeney, chief of the radio-tv monitoring unit, and his boss, Sherman Hill, director of the Bureau of Investigation, described how FTC Chairman Kintner's orders to step up FTC policing actions will be implemented.

Mr. Sweeney said an increase will be made in the number of fulltime monitors, now two, and parttime monitors, now three. He didn't know exactly how many "man days" would be added, but thought it would be "more than double" that at present. The full day's schedule for the three tv networks will be monitored by watching programs over affiliate stations in Washington and was to have been in effect by last week, he said. He noted the FTC would have to pull people off other jobs to do this, since the agency has no extra money for the new work.

The monitoring unit's work will be supplemented and expanded by assigning specified hours for watching to the FTC's whole professional staff (mostly lawyers, but including economists, accountants and doctors), according to Mr. Hill. The FTC put such a plan into effect shortly after its monitoring unit was organized (BROADCASTING, Jan. 14, 1957), but discontinued it a year ago, instructing its professional people merely to report any questionable commercials they saw or heard on radio or tv on their "own" time, much as a policeman is expected to watch out for law violations while off duty, as Mr. Sweeney termed it.

Local Shows Too • The assignment of hours to watch tv apply to FTC staff

people in Washington and in the FTC's nine field offices throughout the country, it was explained, and these are expected to backstop the Washington monitors by watching a good cross-section of non-network national and regional and local advertising.

Besides this activity, the FTC for years has requested all radio-tv stations, from one to four times a year depending on the station's classifications, to submit commercial scripts for a full broadcast day. This date is specified in advance, but only to make sure the station is prepared to furnish the specified day's commercial scripts or to make extra copies.

Mr. Sweeney indicated last week that ad layouts running in magazines and newspapers are not requested in advance because over many years the FTC knows what to expect and has streamlined its handling of these, whereas television is something "new and different."

Mr. Sweeney explained that tv network scripts for the Nov. 15-Dec. 15 period were requested in advance because, even though monitors will be watching and hearing the actual commercials, they want to see scripts to determine in advance which ones appear most questionable and to be especially watchful as these are aired.

Although the two FTC actions were released last week, they had been initiated the week before.

Commercials 'Not Faked' • The commercials were not faked. So went the reaction to the FTC complaint as expressed in New York by Libbey-Owens-Ford Glass Co., its agency, Fuller & Smith & Ross, and Tv Graphics (which produced the commercial).

But a loose end was left dangling. What was contained in a mysterious "piece of film" selected from hundreds of thousands of L-O-F tv commercial footage?

BROADCASTING editors in making a routine check of both agency and production firm connected with the commercials' filming were informed of a "piece of film that raised some doubt" in the mind of an FTC investigator. The investigator, it was learned, as far back as a year or more carefully questioned F&S&R executives, interviewed production people and sifted through batches of film footage made for L-O-F.

As related last week, the prober, who seemed to know what he was after, pinned his attention on one sequence. It was hinted it was this segment upon which FTC has based the substance of its allegations.

Pressed for a description of what this film showed, one of Tv Graphics' production people commented, "You'll have to ask the FTC in Washington. You know I cannot talk about that." Others with full or part knowledge of L-O-F commercial footage gave similar answers.

What heightened the mystery was the inability or reluctance to establish whether it actually appeared in a commercial (not all the footage presumably was used in the some 18 commercials produced of the type cited by FTC).

Officials of Tv Graphics and F&S&R were quick to point out, however, that at no time was there any deception involved in the filming. "One hundred per cent perfection—no trickery," was the comment from Sid Greenhouse of Tv Graphics, the man in production control of the L-O-F commercials.

Work Stopper • Tv Graphics spokesmen said the FTC investigator had "tied up a lot of people" but had found nothing deceitful.

Those questioned said all commercials purporting to show action photographed through the windshield of a General Motors automobile actually were shot that way. At no time, they said, was the photograph taken other than through a window, nor were special lenses used to trick the viewer into seeing a distortion via ordinary glass.

A. E. Duram, senior vice president in charge of tv and radio at F&S&R, said regardless of lens shifting, distortion via ordinary plate glass would still exist because it was really there. The "same distortion is apparent," he observed.

A Tv Graphics executive pointed out that it had actually made a "running test" employing "two sets of cars" along the East River Drive in New York City. The objective: "To see if it failed or succeeded to show what it was supposed to" (that the safety plate glass of the L-O-F make would be a clear pic-

Tv Code Review Board, FTC to 'cooperate'

Appropriate cooperation and coordination between the NAB Tv Code Review Board's activities and the Federal Trade Commission's new drive against deceptive tv commercials should prove mutually helpful, Donald H. McGannon, Code Review Board chairman, said last week after he and Tv Code Affairs Director Edward H. Bronson met with FTC officials in Washington.

Mr. McGannon, president of Westinghouse Broadcasting Co., also said he and the code board staff have screened three commercials and have others on the list for review. He declined to identify any of them, but said the three in hand involve the type in which a product appears to do more or act faster than it actually does or actually acts.

This, he said, also appears to be the area where FTC intends to start its campaign. He said he did not see full details of the campaign but that it appeared to be "elaborate" and "militant."

He was "pleased" with FTC's response to and acceptance of the code board's offer of cooperation, but said he couldn't call it a "pleasant" meeting because the subject matter "was not pleasant."

Mr. McGannon said he hoped to have a status report on the code board's staff investigation of commercials ready for submission to the full code board at a meeting Nov. 16. Because of the time factor, he said, the investigation will be handled by the staff with no subcommittee meeting scheduled in the meantime.

Pearson Is Silent • He said the board had not heard from columnist Drew Pearson, whom it asked for identification of commercials described in a Pearson column last month as seeming to be fraudulent.

The FTC meeting of the code leaders was first with Chairman Earl Kintner and then with FTC's chief investigator, chief counsel and a group of their assistants.

It followed a telegram sent by Mr. McGannon to Mr. Kintner on Monday after FTC's announcement that it was enlarging its probe, offering "the cooperation of the Television Code Review Board in whatever areas you believe we can be effective." The telegram also said:

"In addition I would like to commend your approach calling for the teamwork between the appropriate elements of government and industry in achieving the desired end of honest presentation to the public in this connection. The Television Code Board has been active in this area for several months and I am sending you under separate cover a comprehensive report (the board's personal products report) dealing with a segment of this question.

"This report has been and is presently being discussed with advertising agencies and advertising organizations. The television code's activities have been accelerated substantially in order to meet the corresponding growth of the industry. Progress has been made, but much remains to be done and I trust that in cooperation with your agency these enlarged goals can be even more expeditiously achieved."

ture but the sheet glass would show some distortion).

The result? Absolutely successful, he said, noting that it was on the basis of this test that the series of some 18 commercials comparing one piece of glass with another was produced.

Tv Graphics subsequently shot film on this theme in and around New York City, in Florida and elsewhere "whenever the weather was good." Cameras were mounted in various GM cars and in other-than GM cars which were not identified as to make. Tv Graphics this season has produced further commercials for L-O-F but not of the nature of those under FTC's fire.

Used Last Season • The series of commercials alluded to by FTC were produced in the 1957-58 tv season and seen on *Perry Mason* on CBS-TV. That series, according to the agency, proved to be unusually effective and earned a "success" label by the advertiser, the agency and by competitors. The commercials also were seen during NCAA football which L-O-F was sponsoring in that same season. They did not appear in spot tv. (L-O-F now is participating in *Bourbon Street Beat* on ABC TV).

Libbey-Owens-Ford is the sole glass supplier to General Motors. A substantial percentage of the glass manufactured by L-O-F goes to GM.

L-O-F in a prompt denial of the FTC complaint alluded to "complaints" made to FTC as prompting the commission's charges, and described these complaints—presumably from competitors—as constituting "an attack on the power of advertising effectively employed rather than a challenge of the facts which were actually presented in that advertising."

The company, stated L-O-F, "denies that its advertising was in any way false or misleading or that it rested upon camera trickery or deceptive photographic techniques," the advertising in question being "true and perfectly proper."

L-O-F asserted the issue as a "purely private controversy which resulted in the initiation of the commission proceedings."

The statement continued: "Objects viewed through safety glass made of sheet glass often appear distorted because of the surface waviness which is characteristic in such glass. On the other hand, this characteristic of waviness is not inherent in safety glass made of plate glass because the surfaces in plate glass are mechanically ground and polished."

The glass manufacturer said the advertising under questions "has done no more than to depict accurately and to compare the visual distortion in safety sheet glass with the lack of such distortion in safety plate glass."

L-O-F accused other parties, which it did not identify, as promulgating "various efforts to bring about the discontinuance" of the comparative glass advertising. Concluded the firm: "No one challenges the fact that safety plate glass is better than safety sheet glass." The objection by the complaints, L-O-F charged, "seems to be only the graphic and effective manner in which these facts have been portrayed."

Concluded the advertiser, "to silence us would serve only the self interests of those complainants."

NBC is doing some quizzing of its own

NBC last week confirmed reports that it had asked all its top television executives to file depositions outlining the knowledge they might have about the rigging of quiz programs.

Though spokesmen declined to discuss the signed affidavits, it was believed the objectives were to enable NBC to "voluntarily supply" the House Subcommittee on Legislative Oversight with evidence, as a sign of the network's cooperation and also to enable NBC to dismiss summarily any executive who perjures himself on his deposition.

The depositions were circulated to all NBC vice presidents, department heads and station managers. Each executive was asked to list his name and position at NBC. The questionnaire continues:

"Please note that your answers to the following questions are to be sworn before a notary public.

"Return the completed questionnaire in attached envelope to the NBC legal department . . . as promptly as possible and in no event, later than Nov. 6, 1959. Apart from information you may have received from press reports and other public disclosures of quiz show riggings, did you at any time learn or know, or do you know now, of the following:

"1. Secretly giving contestants in quiz, panel or audience participation or contest programs questions or answers or any other individual assistance to help them win (yes or no).

"2. Giving a winning contestant in such programs less than the full prize which the program announced he won (yes or no).

"3. Receipt by anyone connected with such a program of anything of value from a contestant on the program (yes or no).

"4. Charges by contestant or any other persons connected with such programs, relative to any of the foregoing points (yes or no)."

Complete details were requested on any of the four answers made in the affirmative. NBC spokesmen said they had knowledge if any of the replies were affirmative, since all envelopes were sealed.

A CBS official said the network has not asked its top employes to execute a similar affadavit.

CBS clarifies record on $64,000 shows

CBS-TV Network President Louis G. Cowan did not sell his stock in Entertainment Productions Inc. to his wife, and CBS did not know about any rigging of *$64,000 Challenge* six months before it dropped the show, CBS-TV declared last week.

It also indicated that Revlon, sponsor of *Challenge*, had known six months before CBS did that the question of rigging had been raised.

The assertions came in answer to a column by Drew Pearson. Thomas K. Fisher, network vice president and general attorney, denied the charges in a telegram sent to Mr. Pearson Monday night and made public by the network.

"You said that when Louis G. Cowan disposed of his interests in Entertainment Productions Inc. [which produced *$64,000 Question* and *$64,000 Challenge*] it was merely a paper transfer with his wife retaining a large share of the same," Mr. Fisher said. "The fact is that Mr. Cowan sold all his shares back to Entertainment Productions Inc. and none of it to his wife."

He said CBS started its investigation of quiz shows "immediately upon learning on Aug. 8, 1958, of a possible irregularity on one of our quiz programs. When we had sufficient evidence to act against any program, we did so promptly."

Mr. Fisher also told Mr. Pearson:

". . . You said that as early as March 1958 CBS discovered that Wilton Springer had been given the winning answers [before his appearance on *Challenge*] that the program producers had so admitted to both CBS and Revlon.

"This is not so. CBS received its first information concerning the Springer matter on Sept. 6, 1958; it was not until that date that we learned the Springer matter had come to the attention of Revlon six months before.

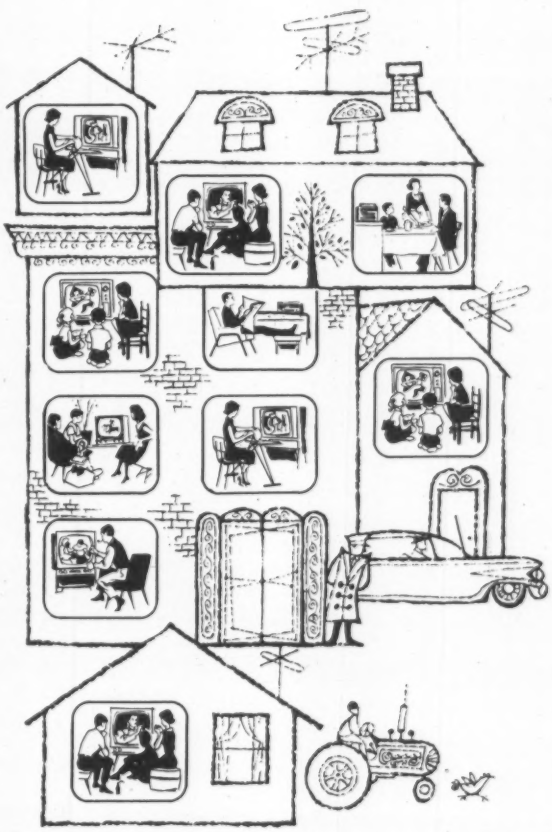
"You said that Revlon tried to drop its sponsorship in September; that I urged the company to wait until the network had investigated; and that CBS threatened to sue if Revlon broke its contract.

"This is not so. The facts are these: there were two remaining scheduled telecasts in the *$64,000 Challenge* series as of Sept. 6, 1958—Sept. 7 and Sept. 14. We had insufficient proof on Sept. 6 to cancel the Sept. 7 telecast and we pre-empted the final telecast. . . .

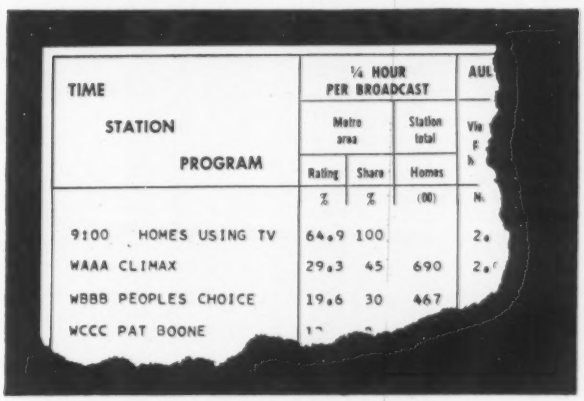
"The *$64,000 Question* was sched-

How many homes

ARE TUNED TO STATION X...
or any of 645 other stations?



The quickest and most reliable way to obtain local audience measurements is to refer to Nielsen Station Index Reports. Here, in easy-to-use form, are the facts you need . . . the percent of homes reached by each station during each time period in each Metro or Central Area . . . and the *total number* of homes reached by each station during each time period—wherever they are.



TIME / STATION / PROGRAM	¼ HOUR PER BROADCAST			AUD
	Metro area		Station total	Via
	Rating	Share	Homes	
	%	%	(00)	N.
9:00 HOMES USING TV	64.9	100		2.
WAAA CLIMAX	29.3	45	690	2.
WBBB PEOPLES CHOICE	19.6	30	467	
WCCC PAT BOONE	17			

For television If it is television measurements you are seeking, NSI reports the facts for every market in the U.S. with two or more tv transmitters . . . 146 market areas . . . 231 cities. These market areas account for more than 97 percent of all tv viewing.

For radio If it is radio measurements you want, NSI reports the facts for the top 34 markets. Because of the long reach of radio stations, these "top 34" account for the bulk of U.S. radio listening.

And for other guides In addition to homes reached, Nielsen Station Index reports *people*, i.e., the number of listeners/viewers per home, divided into men, women, teenagers and children . . . data to guide you in reaching the greatest number of *buyers* with your brand messages.

Send for sample NSI Report See for yourself the wealth of information NSI Reports put at your fingertips . . . it is the only way you will understand why leading agencies, advertisers, and stations consider NSI Reports a "must" for efficient operation.

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

CALL . . . WIRE . . . OR WRITE TODAY
FOR ALL THE FACTS

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

9738

uled to resume telecast, after a summer hiatus, on Sept. 21, 1958, under the sponsorship of Revlon Co. and P. Lorillard & Co. The program was supplied by the producers directly to the two advertisers.

"At no time was CBS told by either advertiser that it was going to break its contract with CBS.

"At no time did CBS tell either advertiser it would sue.

"Within weeks following the resumption of telecast, both advertisers and CBS were convinced that the program series shoud be replaced as soon as possible because of its declining popularity. The last broadcast of this program was on Nov. 2, 1958."

Congressmen promise tv reform legislation

The House Legislative Oversight Subcommittee investigations of tv quiz shows will have one very prominent effect on the 2nd Session of the 86th Congress convening in January.

The Congress will be hit by a deluge of television reform bills—ranging from some close to outright censorship to others drastically changing the format and operations of the FCC.

Whether any of this legislation will be passed into law is problematical. Reform bills upon reform bills were introduced following earlier disclosures of this same subcommittee. None has become law. None has been passed by either house. Only one (and that of an insignificant nature) has been reported from committee.

Gaining added impetus and support is subcommittee member Rep. John Bennett's (R-Mich.) measure (HR 5042) placing networks under the direct regulation of the FCC. Several members of Congress are known to be joining the bandwagon in support of this measure.

Other members are calling for programming control. Sen. William Langer (R-N.D.) said the disclosures may lead to more FCC authority over programming. Several members of the subcommittee have expressed feelings along this same line, as have appointed federal officials.

Only A Start • The current investigation into quiz programs is "only a starter," Rep. Steven Derounian (R-N.Y.), a member of the Subcommittee, asserted during an interview on Mutual's *Capital Assignment* last Wednesday (Nov. 4). He stated that there "are other parts of television that will need going into and we will recommend some sort of action so that we in Congress can act in January if legislation is necessary."

Rep. Derounian criticized all elements involved in quiz programming—producers, the networks, the advertisers and agencies—for not investigating more thoroughly. He remarked:

"Barry & Enright sold their properties [to NBC] for $2.2 million. Here's an example of two people using a fraudulent show for two years, and then pocketing $1.1 million apiece on a capital gains basis. That just doesn't seem right. It's not moral for the country. It's not good for the children of the country."

Later, while quizzing witness Charles Revson, Rep. Derounian said advertising executives "may need a little lesson in not being so naive in the future. We'll have some action on this, I assure you."

Rep. John J. Flynt Jr. (D-Ga.) has announced plans to introduce legislation revamping methods of appointing and confirming commissioners (BROADCASTING, Oct. 19). Rep. Walter Rogers (D-Tex.), in accusing the FCC of failing to use the authority it has, said Congress may be forced to pass stricter regulations. Especially critical of FCC Chairman John C. Doerfer, Rep. Rogers told *TV Guide* he should resign if he "doesn't want to use the powers the law gives him." Both are members of the Oversight body.

Rep. Frank Kowalski (D-Conn.) said Congress should investigate and put under federal control the tv ratings systems— a campaign Sen. A. S. (Mike) Monroney (D-Okla.) has been pushing for two years. Rep. Kowalski said ratings were "the true villain" in the tv quiz scandal, with the industry seeking "to achieve ever higher ratings with no regard to morality or conscience."

Misleading Cigarette Claims • Rep. John Blatnik (D-Minn.) said the "fraud perpetrated by certain quiz show contestants . . . is nothing compared to the fraud being perpetrated by the sponsors of many tv programs . . . in the promotion . . . of filter cigarettes." He urged that hearings be scheduled on his bill, HR 8259, outlawing misleading cigarette advertising.

A bill designed to raise tv from "the lowest common denominator of public taste" is being drafted by Rep. Henry S. Reuss (D-Wis.). He said his bill will require specified amounts of public service time; establish a system of competitive bidding for station licenses; use funds derived from such bidding to support educational and cultural tv and radio stations, and create an advisory panel on education and culture to aid the FCC.

Rep. Chester Bowles (D-Conn.), speaking in New York, proposed that networks be given complete control over programming, with sponsors forced to maintain a hands-off policy. He also took a swipe at ratings, calling for an end of "tv's worship at the false altar of ratings."

Aladdin made things happen in Arabia . . . and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only radio station in Philadelphia with a fighting editorial policy. We believe in making sense rather than noise. And the mail response to our editorial campaigns is convincing proof that the public looks to WPEN for leadership. In Public Service—and in Sales—WPEN Makes Things Happen in Philadelphia.

WPEN

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

CONSOLIDATED SUN RAY STATIONS
WPEN, *Philadelphia* . . . **WSAI**, *Cincinnati* . . . **WALT**, *Tampa*

4A PANELS TACKLE TOUGH TOPICS

Eastern meet has serious sessions, with some lively moments

The marketing mix—which advocates radio and tv use along with other media—took over at the annual eastern conference of the American Assn. of Advertising Agencies held in New York last week. Window dressing was supplied by lively production samples offered by skilled artists in the radio-tv field during a production session appropriately held at the Museum of Modern Art.

For the less aesthetic agency executive, sessions on such ponderous problems as agency profits (a closed meeting held Nov. 5), account management, research and media planning were staged in the sedate Biltmore Hotel.

Tv—and to a lesser extent radio—cropped up in nearly every meeting. While speakers or panel members were cautious to consider the medium in perspective, tv could hardly be ignored. And in certain instances, it appeared that some agency executives intentionally tried to underplay the medium.

Media Panel • A panel offered four separate and independent media plans designed to solve this hypothetical problem: How to build greater brand familiarity for a frozen food specialty product and to pre-empt the national market before major competition develops from a product in the western part of the country? Two of the plans were based on a budget of $750,000 and two on a budget of $2 million.

Three panelists chose magazines (mainly women's service publications) as the dominant advertising medium for their plans, and one singled out daytime network tv for preference? Television and radio, however, were included in some of the recommendations for secondary impact. The media objectives of the various plans were strikingly similar: reaching a quality audience; presenting the product in an appetizing fashion; reaching large urban markets that contain homes with children, and attaining geographic flexibility.

Michael J. Donovan, associate media director, BBDO, elected to place the entire budget of $750,000 into color advertising in magazines, *Reader's Digest, Ladies Home Journal, Better Homes & Gardens, Life, Everywoman's Family Circle* and *Sunset*. Mr. Donovan said that this list would keynote quality; would reach housewives throughout the country through messages in mass-circulation general magazines and women's service publications, and would have regional emphasis through the use of *Sunset* and the western edition of *Everywoman's Family Circle*.

Bernard Kanner, associate media director, Benton & Bowles, allocated the major share of the $750,000—$577,640 to be exact—to Women's magazines (color ads). He recommended the balance be placed into spot radio on the West Coast to bolster the primary effort and give added support in an area in which a competitive situation exists. The choice of radio by Mr. Kanner was based on its low cost-per-thousand and its flexibility in choice of markets and of days of week and time of day to schedule commercials.

National women's magazines (using color advertising) were selected by Herbert Zeltner, vice president and assistant media director of Lennen & Newell, to receive $1,204,000 of a total budget of $2 million. He claimed the reason he chose women's magazines for the primary campaign is that "the selectivity of audience is of primary importance and these magazines select our best customers." For secondary impact, he chose spot tv in the top 20 markets in the country and earmarked $605,000 for this support. Mr. Zeltner earmarked $41,000 for a campaign in grocery trade publications and charged $150,000 off to the production budget and a reserve for rate increases.

Warren A. Bahr, media director, Young & Rubicam, noted that in addition to a $2 million advertising budget, the advertiser allotted $800,000 for merchandising and promotional activities. He indicated he would use part of the latter budget, when necessary, to finance media and, in total, he spent $2.6 million. His plan recommended $1 million for a 39-week daytime tv network campaign to reach housewives with high frequency and to demonstrate the product effectively. The remainder was split among general magazines, newspapers and Sunday supplements.

Account Management • Close communication or liaison of client with agency is important in today's advertising—that was the consensus of a provocative — and apparently unrehearsed —panel dealing with account management.

Television was mentioned only indirectly but in an extremely interesting way. Faced with two different "situations" of an agency being forced to look into television despite the hypothetical agency's knowledge and recommendation that other media be used (one case proposed spot, the other network), the panel members agreed that agency had to document its "story" all over again.

The agency has no recourse but to show the client why tv, as in the case of the advertiser who wanted spot, was not the preferred medium for the client. Or, as in the matter of client who plumped for a "spectacular with Lily Rogers," two approaches could be taken: (1) Either unsell him by "carefully documenting" the objectives of the client's campaign and what he can expect along with the pros and cons, or (2) Be prepared to offer alternatives, perhaps some other form of tv.

Represented in this panel were advertisers Donald Cady, vice president and general manager of Nestle's Chocolate marketing division, and Ralston H. Coffin, vice president of advertising and sales promotion at RCA. Account executives were John H. Hatheway, Young & Rubicam, and William A. Taylor, Dancer-Fitzgerald-Sample. The other "team" on the panel was agency "brass" as represented by James B. Briggs, executive vice president, Erwin Wasey, Ruthrauff & Ryan, and John P.

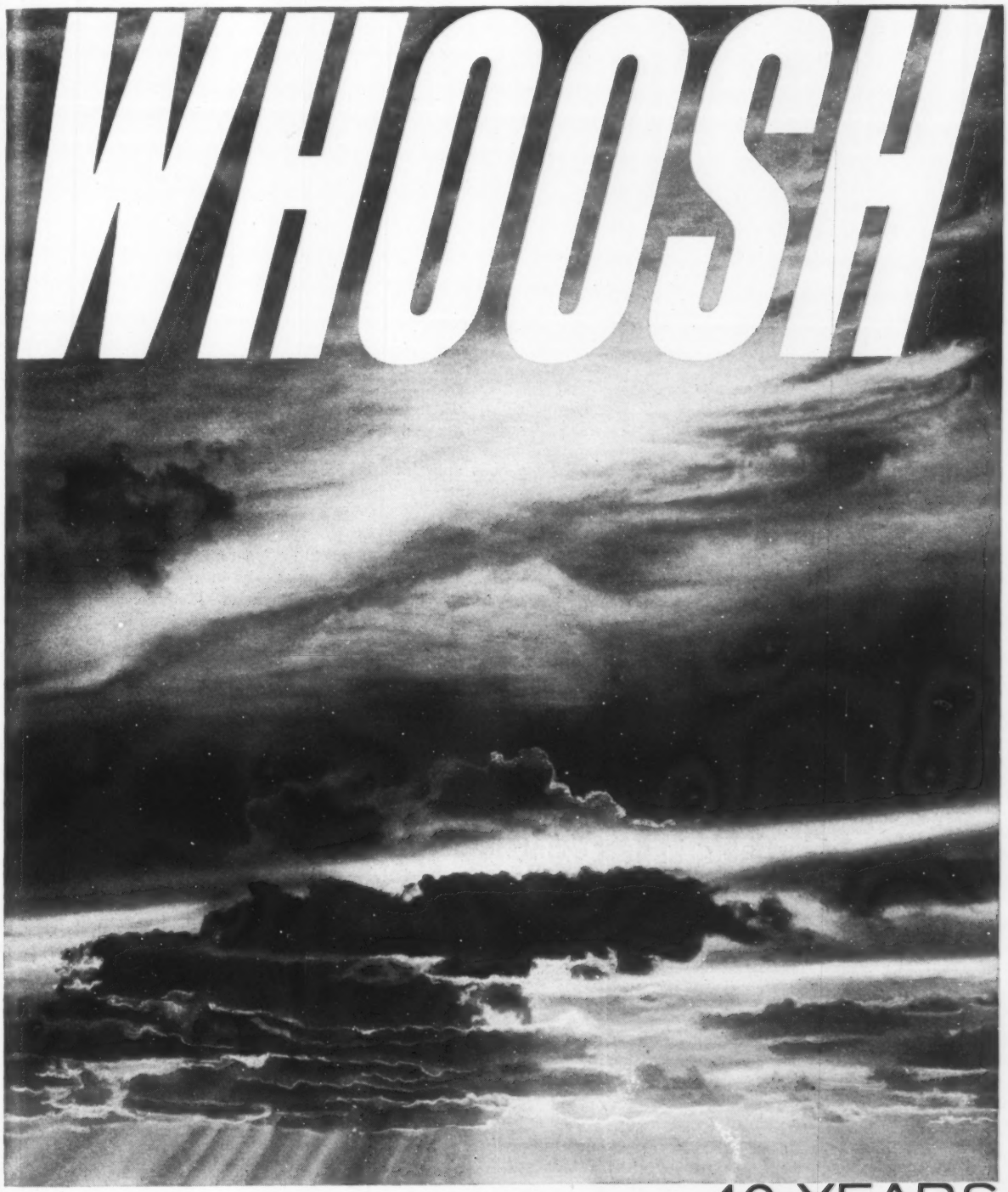
ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Oct. 28-Nov. 3 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Oct. 28	Wagon Train (7:30 p.m.)	NBC-TV	36.4
Thur., Oct. 29	Untouchables (9:30 p.m.)	ABC-TV	24.8
Fri., Oct. 30	Black Saddle (10:30 p.m.)	ABC-TV	18.0
Sat., Oct 31	Gunsmoke (10 p.m.)	CBS-TV	38.2
Sun., Nov. 1	What's My Line (10:30 p.m.)	CBS-TV	29.6
Mon., Nov. 2	Father Knows Best (8:30 p.m.)	CBS-TV	23.2
Tue., Nov. 3	Startime (9:30 p.m.)	NBC-TV	31.5

Copyright 1959 American Research Bureau



Finest way to speed to Europe and beyond . . . that's KLM! Fast flights whisk you non-stop from New York and Montreal, one-stop from Houston. Friendly flight attendants treat you to world-famous Royal Dutch service — the most thoughtful, attentive service you'll find anywhere! Contact your travel agent or KLM Royal Dutch Airlines, 609 Fifth Avenue or 120 Broadway, N. Y., N. Y.

40 YEARS

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES

THE WORLD'S FIRST AIRLINE

WHOOSH . . . you're in Europe before you know it! **WOW** . . . you're treated royally on Royal Dutch Airlines! **GO** KLM to Europe . . . and beyond!

Beresford, vice president and management service director, McCann-Erickson.

Taped dramatizations were used at this meeting to set the mood and theme for each discussion, the panel commenting extemporaneously. The novel method of presentation sparked questions and comments from the audience.

Research • Bud Sherak, vice president of Kenyon & Eckhardt, pr presided at a research panel, consisting of Arthur E. Tatham, board chairman of Tatham-Laird; Eric Marder, vice president and supervisor of market research at K&E, and Lyndon Brown, senior vice president, Dancer-Fitzgerald-Sample. They probed the question of how the research contribution in an agency can be improved.

Mr. Tatham suggested a clear definition of purpose and a research program designed to solve practical problems rather than muddling through or covering up situations; Mr. Marder saw a new science of research emerging that would be analytical in its approach and demanding better trained people while costing more—but justified by its being able to "deliver" to the agency, and Dr. Brown saw research reaching its full potential as a backstop to executive planning while being integrated in both product and agency planning.

The theatre of New York's Museum of Modern Art resounded with uncustomary Madison Avenue murmurs, as some 300 AAAA delegates met there for an all-day creative meeting dedicated to "getting through to people." Other media may have been represented at times at the lectern, but in practice the house became a broadcast commercial showcase. Loudspeaker and screen got a workout as speakers illustrated points with samples of their work.

Leadoff speaker on the all-day program was John R. Tinker Jr., senior vice president in charge of creative services, McCann-Erickson, who asked creative people to stick to the arts and stay away from the businessman's province. He stressed this point:

"I honestly believe that more fine artists and writers have weakened their genius by diluting it with over-indulgence in management ambitions than by liquor or sex; and that, by God, is a crime."

Brainstorm Ban • Mr. Tinker and other speakers disparaged the group approach to creativity. In the end, the McCann-Erickson vice president said, "The great ads like the great paintings, novels, plays and songs will come from talented individuals."

First speaker to switch on turntable and projector was the founder of Stan Freberg Ltd. (*"Ars gratia pecuniae"* is its motto), who played sample spots, both fanciful and actual, to illustrate what he called the "commercial barrier to consumer response." Characteristics are raucous noise, ineptly handled music and amateurish humor. Mr. Freberg also played examples of successful radio and tv copy he developed with Cunningham & Walsh for Butternut Coffee and Contadina tomato paste.

The best way to crash the "commercial barrier," Mr. Freberg feels, is to be musically memorable, unorthodox and humorous—all three if possible. He went on to give negative examples, playing radio commercials for Kiwi shoe polish, Royal Crown Cola, Toyopet automobile and Signal gasoline. He offered these as examples of "the dullness factor" and mishandled humor.

Tv Workshop • The afternoon was strictly a tv production session. Speakers, representing various production sidelines, showed samples and earnestly attempted to sell each other with one notable exception. The angry young man of the business, David Susskind, used his time on stage to attack networks and the admen he was addressing.

Raymond Lind, Benton & Bowles' vice president in charge of tv commercial production, introduced Mr. Susskind earlier than he had been scheduled to appear on a card of six speakers. The vice president-executive producer of Talent Associates, pressed by another engagement, took the microphone for a quick attack and an account of how he

Advertising image combined with election returns

Ray Barron Inc., Boston advertising agency performed a turn-about and turned sponsor for the election coverage over WBZ-TV Boston in the 11:15 to 11:30 p.m. time slot Nov. 3. According to John V. Chervokas, copy director, the agency sponsored the program because "it hoped to dispel some of the common misconceptions so many people have about the ad business."

The commercials used by the Barron agency emphasized similarities between voting and the freedom of choice exercised by the consumer in selecting advertised products.

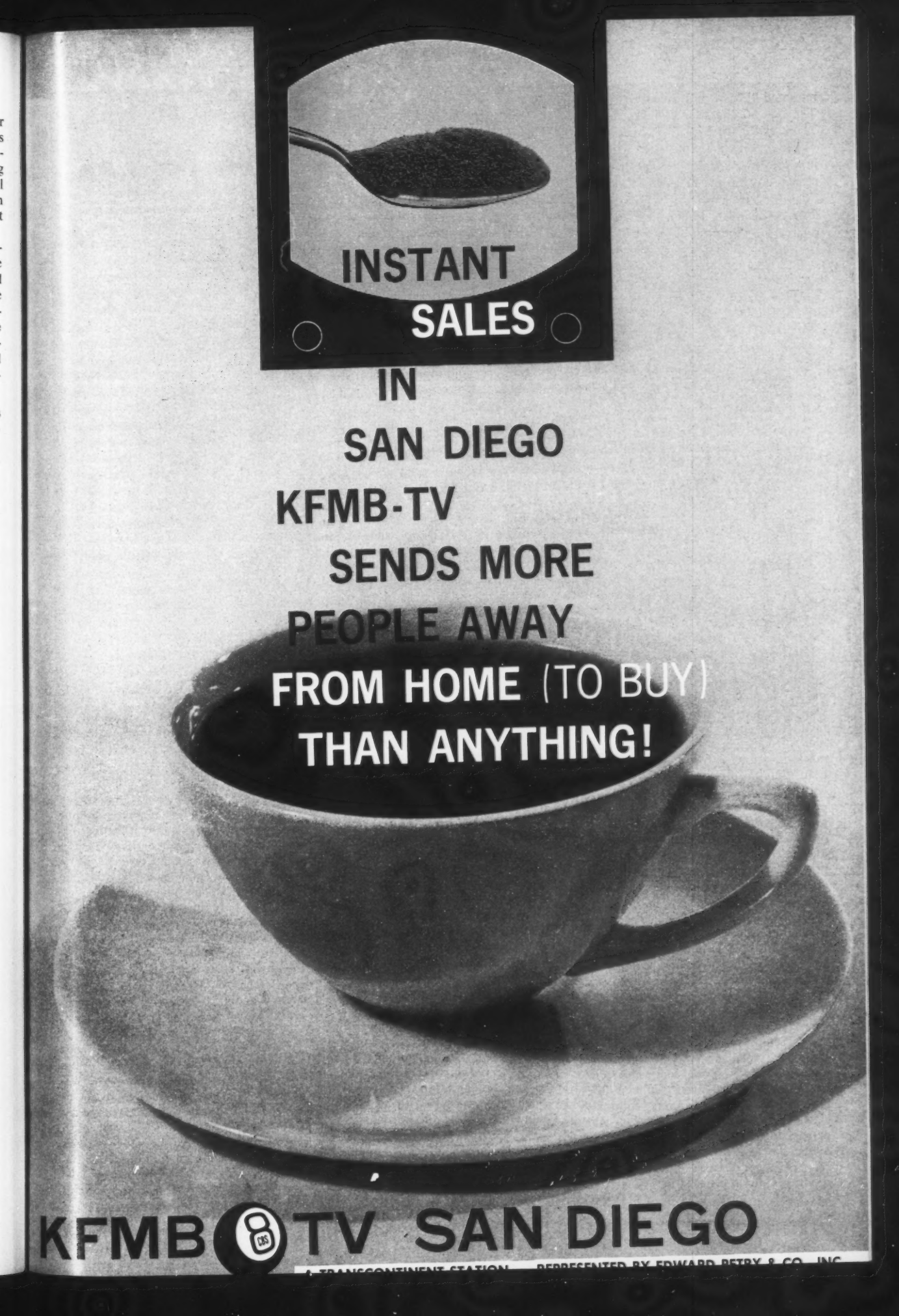
To highlight the freedom of choice motif, film clips of Adolf Hitler making a speech was shown on the opening commercial. Announcer Frank Knight's voice was heard over the closeup of the dictator, saying: "This is advertising . . . advertising nearly responsible for the downfall of civilization. . . . Here there was no voting, no choice . . . you bought his product . . . or else!"

Mr. Knight went on to point out that advertising is the "very essence of democracy . . . every time you hear or see a commercial, read an ad, pass a billboard, you are witnessing the powerful expression of our freedom. . . . You vote every time you buy, what companies shall succeed, what companies fall behind. . . ."

Officials of the four-year-old agency, founded by former band leader Ray Barron and Parker V. Kirk, felt that the show was "extremely valuable" from the public relations standpoint.

While there have been scattered instances in which advertising agencies have bought broadcast time, the sponsorship of election returns is an unusual occurrence.

AGENCYMEN BARRON & KIRK
Had an idea about an American ideal


INSTANT
SALES
IN
SAN DIEGO
KFMB-TV
SENDS MORE
PEOPLE AWAY
FROM HOME (TO BUY)
THAN ANYTHING!
KFMB TV SAN DIEGO
A TRANSCONTINENT STATION
REPRESENTED BY EDWARD PETRY & CO. INC.

mounted "Moon and Sixpence" (NBC-TV, Oct. 30, 8-9:30 p.m. EST) and left. The crowd gave him a rousing sendoff.

The producer characterized television in a season of quiz scandal as "not only rigged but rugged, rigid and rancid." "The program into which you're fitting these brilliant commercials," he said, referring to the afternoon's screenings, "is miserable." He condemned the medium's "bankruptcy of imagination" and "sterility of ideas."

Moon Blues • Mr. Susskind went on to give his "true and gospel" story of "Moon and Sixpence," letting the chips fall on whatever network officials they may. After he had acquired rights to the Somerset Maugham story and engaged Laurence Olivier for $100,000, Mr. Susskind put in some anxious time peddling the property to networks. NBC-TV was the last to be offered it. He asked $300,000 to produce it; the deal was made at $250,000. When he went $38,000 over budget the producer asked NBC-TV to make it up. The network did, in exchange for replay rights.

"They had a sticky wicket of a time selling it to your group," Mr. Susskind told the agencymen. "But they have an internal bookkeeping system over there known as RCA, which, I think, is handled by Kenyon & Eckhardt and several other inadequate outfits." RCA bought half the show, and at the last minute Renault (through Kudner) bought the other half. The final sorrow in a "brilliant experience" occurred when a last minute cut had to be made for a commercial, eliminating a scene from the play. The RCA commercials came in for excoriating criticism, but the producer had no quarrel with Renault's.

Trend to Tape • George K. Gould, president of NTA Telestudios, reported on video tape during the afternoon's inquiry into "getting through to people." Next year, he said, 30% of non-animated commercials will be done on tape. The figure will go to 65% by the end of 1961. Mr. Gould based the prediction on present business, recorder distribution (125 stations in 65 markets) and such technical advances as mobility for location work, achievement of slow motion and editing refinements.

Jerry Schnitzer, vice president of Robert Lawrence Productions had Joe Spery, senior producer at Doyle Dane Bernbach, read his speech, since he was out of New York on business. In his text Mr. Schnitzer dubbed the authoritarian tone of many commercials "the voice of father, paternal and patronizing, in a fit of bambast." The public has rejected father, Mr. Schnitzer said, and he asked commercial producers to approach the viewer as an equal.

AD COUNCIL GETS FILM HELP

Public service spots on tv film shows, too

In the five years since the formation of the Advertising Council's Hollywood radio and television committee the number of filmed tv programs using Council material has doubled each year, from 164 in 1955 to 755 last year. This information was contained in a report from E. W. Ebel, General Foods vice president for advertising and national radio-tv chairman of the Council, at a Council board meeting in Los Angeles.

Mr. Ebel praised the work of the Hollywood committee, (chairmanned for the past three years by Walter Bunker, vice president of Young & Rubicam and radio-tv director for the agency in Hollywood) in getting the same sort of cooperation from the tv film producers that the Council has previously had from the producers of live tv shows. Last year, he noted, Council public service messages, live and film combined, reached a total circulation of 16 billion tv home impressions on network tv programs alone.

Short Spot Trend • But there is still work for the Hollywood committee to do, Mr. Ebel stated. For example, he said: "We are disturbed about a trend to use our 10-second campaign film spots in the half-hour film shows, instead of the 20-second films that used to be the custom.

"How," he asked, "can we get filmed shows back to the pattern of carrying our 20-second films and change the habit of dubbing in 10-second messages that are interesting but rather quick?"

Mr. Ebel had other questions:

"Can we get more of our messages delivered by program stars, even those on film? Can more of the marshals and the detectives be persuaded to close their shows with personal appeals to vote or to drive carefully? Can such closings be done in advance on film?"

Mr. Ebel continued:

"Can Hollywood-originated shows join in having more nationally-known leaders appear as 'guest stars' on their shows? 'Guest stars' in our book include such distinguished people as Dr. Jonas Salk, Gen. Alfred Gruenther, General Sarnoff, who is president of The American Heritage Foundation, Gov. Pyle of the Safety Council, the Secretary of the Treasury, university presidents, the chairman of the United Funds, the Surgeon General and others. In other words, would appearances of such national figures who lead these campaigns enhance the public reputation of television, of sponsors and stars through association? We think so.

"Would our campaign films be improved if the volunteer agencies produced more of them on the West Coast?" Mr. Ebel asked.

Allocation Plan Proposal • "Should we adopt a proposal that has been made to the effect that specified shows in any film series (say every fifth show) should be cut a designated number of seconds short and that these specific shows should be identified for permanent public service allocation purposes for the tv life of that series, and so marked on the film leader?

"Finally, are we giving our best efforts, our best time, our best talents to these vital national problems?"

Following the showing of a reel of current Council film spots, Mr. Ebel expressed the Council's appreciation to the Screen Actors Guild and its president, Kenneth Thomson, "for the generous waivers and other forms of cooperation."

Chief business of the board in its first meeting in Los Angeles was to approve an anti-inflation and growth campaign and authorize an increase of $20,000 in the current budget to get the campaign started.

Designed to drive home the point that our national growth does not depend on "dollar-eating" inflation, the new campaign will be based on conclusions reached by 64 representatives of

Instant results

Radio Advertising Bureau Inc., New York, last week told how eight of the nation's instant coffee advertisers are using radio as an "economical and powerful sales stimulant." The findings in RAB's latest radio-activity report to member stations revealed that instant coffee advertisers use radio to accomplish such tasks as (1) to introduce a new brand; (2) to advertise price promotions; (3) to promote any improvement in the brand, and (4) to pitch iced coffee in summer, hot coffee in winter.

The Chicago-based marketer of Manor House Instant told RAB:

"We couldn't compete with the bigger companies in tv. It was much too expensive for us. But by switching to radio we became advertising giants ourselves because we could afford to mount bigger campaigns in an economical medium."

There is no comparison!

The fact is:

WRVA-RADIO, Virginia's Largest Single Advertising Medium*
REACHES MORE PEOPLE AT LESS COST THAN ANY OTHER MEDIA IN VIRGINIA

***WRVA-RADIO'S COVERAGE OF VIRGINIA INCLUDES:**

Retail Sales	54.2%
Food	49.2%
Automotive Sales	52.5%
Gasoline	54.4%
Drug	47.5%

WRVA - RADIO

RICHMOND, VIRGINIA NBC

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

business, labor, education and government who met last spring under the auspices of the American Assembly of Columbia U. and agreed that America should continue to strive for dynamic growth, while holding price reasonably stable and creating the maximum number of jobs.

Robert M. Gray, advertising manager, Esso Standard Oil Co., has agreed to serve as volunteer campaign coordinator of the anti-inflation and growth campaign, with McCann-Erickson as volunteer agency.

Arons charges media research goes unused

Media researchers are working at a lonely and often thankless job.

An example of research that has gone almost unheeded was offered at an American Marketing Assn. discussion group in New York by Dr. Leon Arons, research vice president of Television Bureau of Advertising. TvB over the years has done a series of studies tying media data to market information on specific product groups such as gasoline, appliances, automobiles and some package items. Continuing information based on the Nielsen national tv audimeter panel was offered advertisers and agencies.

"How many advertisers," Dr. Arons asked, "do you suppose took advantage of this service? Hardly a handful." He concluded that "this is one more, among other indications, that all too frequently the media user himself doesn't realize too clearly what he needs to know to get done the job of informing and persuading."

Dr. Arons' print counterpart on the Oct. 29 program presenting "The Case for Media-Sponsored Research" was Morton M. Lenrow, research director of *American Weekly*, who agreed that "media look to advertisers and their agencies for guidance in the kind of research that is wanted." It is a paradox, he said, that many millions should be spent for product research and advertising and so little for research to evaluate the efficiency of media used for sales messages.

Dr. Arons touched on the need for data to make inter-media comparisons. The Advertising Research Foundation committee assigned to the problem made a good start, but now, he said, "I have the impression . . . [it] has softened in its revolutionary zeal. I hope I'm mistaken. In the meantime, many media users will continue to utilize current indirect and essentially non-comparable media information for making media decisions, after going through the appropriate incantations."

MORE ADVERTISING MONEY IN '60

Increase of 10% in budgets indicated by ANA survey

The average advertising budget will be 10% higher in 1960.

That's the word for members of the Assn. of National Advertisers, which includes almost all of the top 100 advertisers along with relatively modest spenders.

An ANA survey of its members, being released today (Monday) at the start of ANA's annual meeting (also see below), brought replies from 290 members representing 33 industry classifications, and spending collectively more than $1 billion a year for advertising. Highlights:

- Among 266 companies reporting 1960 plans, 80% said they would spend more than in 1958; 12% said they would spend the same, 8% said they would spend less.
- Of those answering this question, 61.6% said their advertising budgets this year were higher than last; 22.8% said 1959 spending was at the same level as 1958 and 15.6% said they were spending less now than last year.
- Seven of the 33 industry categories represented in the survey "show a very strong upward trend in advertising expenditures": ale, beer and wine; confections and soft drinks, cosmetics and toiletries, drugs, electronics, metal fabrication and public utilities.
- Seventeen other classifications show an upward trend "among the majority of companies in the group" and nine categories "show variations with no consistent trend for either 1959 or 1960."
- A total of 70 advertisers said their 1959 budgets exceed $5 million and 74% of these said this year's allotment was higher than last year's. In the $1-$5 million group there were 119 companies, with 63% of these saying they increased budgets this year. In the under-$1 million group there were 88, with 52% reporting increased spending in 1959.
- In the $1-$5 million category 71% expect next year's budgets to be higher than 1959's. In the other categories 68% of the companies look for bigger budgets next year.

ANA president Paul West, releasing the results, said they "continue to bear out the increasing importance of advertising in members' marketing operations and the reliance placed on advertising as a major tool of management."

Of 170 companies reporting increased spending in 1959, the report continued, 165 gave estimates for 1960. Of these, 127 (77%) will increase spending again; 28 (17%) will continue at the 1959 rate and 10 (6%) will cut below the 1959 rate.

Of 63 companies reporting appropriations this year unchanged from last, 27 (47%) plan to increase in 1960; 28 (48%) again foresee no change and 3 (5%) will cut back.

Of 43 companies reporting lower budgets this year, 32 (74%) expect to increase in 1960; 6 (14%) see no change and 5 (12%) expect another cutback.

ANA: HAS SCANDAL HURT TV?

What the quiz scandal has done to the status of television programming and of advertising will be explored today (Monday) in the radio-tv workshop of the annual meeting of the Assn. of National Advertisers.

Officials said this look as the probe's effects was expected to highlight the workshop, one of three running simultaneously as ANA's three-day meeting gets under way at the Homestead, Hot Springs, Va.

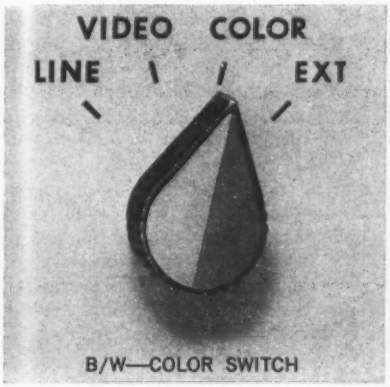
John Crosby, *New York Herald-Tribune* columnist, Rod Erickson of Warner Bros., Alfred Hollender of Grey Adv. and Don Durgin of NBC-TV are slated to participate in the appraisal. Howard Eaton of Lever Bros. is moderator of the workshop, to cover the general subject of "Television and Radio Advertising Problems."

The workshop session, to be held this afternoon, will be closed. So will the two others: One on "How to Shape Your Advertising Department and Agency Organization to Meet Your Needs" and one on "Merchandising Your Advertising to the Sales Force and Trade."

Some 600 ANA members and staff executives are expected to attend the meeting, which continues through Wednesday morning.

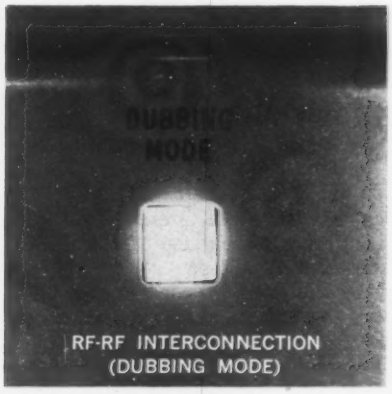
The opening session this morning will hear William Hesse, executive vice president of Benton & Bowles, on "A New Way to Measure Advertising Effectiveness." At the same session a panel will

FEATURES THAT KEEP YOUR AMPEX

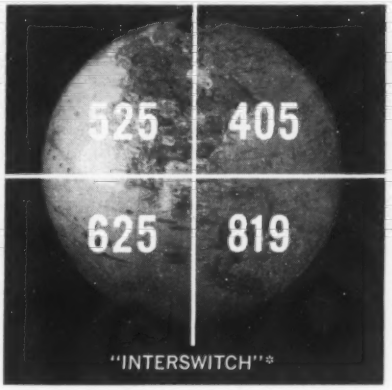


B/W—COLOR SWITCH

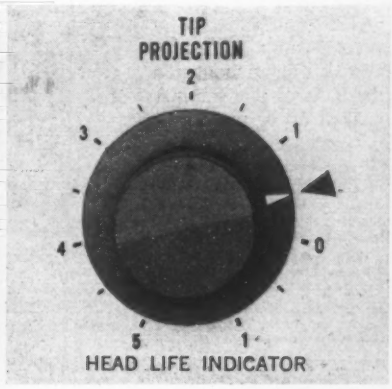
TAPE SPEED OVER-RIDE


RF-RF INTERCONNECTION
(DUBBING MODE)

UP TO DATE . . . FOR YEARS TO COME



"INTERSWITCH"*



HEAD LIFE INDICATOR

VR-1000B

Recording—copying—cuing—editing—splicing . . . whatever your requirements for today—or the future—the Ampex Videotape* Television Recorder brings the utmost operating efficiency. These advanced-design features are backed by 12 years of development—and the experience in TV tape recording that is Ampex' alone . . .

INSTANT SWITCHING B/W TO COLOR with no adjustment or re-equalization needed—and no compromise of either standard.

PRECISE LIP SYNCHRONIZATION with second recorder, either audio or TV tape, is accomplished with Tape Speed Over-ride control.

HIGH QUALITY COPYING ASSURED even to third generation tapes. Low impedance RF-RF dubbing interconnection delivers the *frequency modulated* signal direct to copying recorder(s)—eliminates repeated modulation and demodulation processes.

RECORD, PLAYBACK TO 4 WORLD STANDARDS with "Interswitch" modification. Equips any Ampex for international programming with 525, 405, 625 or 819 line systems.

HEAD LIFE INDICATOR provides immediate, accurate indication of operating life of the video head assembly . . . lets your engineer plan a production schedule with assurance.

Write, wire or phone today for an Ampex representative—or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex. AMPEX HAS THE EXPERIENCE.

934 CHARTER ST. • REDWOOD CITY, CALIF.

VIDEOTAPE™ AMPEX CORPORATION professional product division

*TM AMPEX CORP.

Offices and Representatives in Principal Cities Throughout the World

point out lessons drawn from Ford Motor Co.'s 36-page *Readers Digest* insert which gained higher readership than the issue in which it appeared.

Marketing and communications, the preparation of advertising plans, setting clear-cut objectives for advertising agencies, and management's objectives in advertising will be explored in speeches and case histories Tuesday. James Reston, chief of the *New York Times* Washington bureau, will present "A Viewpoint from Behind the Headlines" at the Tuesday luncheon.

Some of the most effective recent advertising campaigns of ANA member companies will be examined in case histories to be presented at the Wednesday meeting. These include Owens-Illinois Glass, American Can, Mutual Benefit Life Insurance, United Air Lines, General Electric's Lamp Div., U.S. Plywood, and the Richard Hudnut-DuBarry Sportsman Div. of Warner-Lambert.

TvB manual to stress retail use of tv ads

National Retail Merchants Assn., in cooperation with the Television Bureau of Advertising, is preparing a manual for both tv stations and the retail industry in the proper use of television advertising. The guide will cover such topics as preparation of slide commercials; merchandising of tv in stores; writing copy for commercials; use of syndicated films, and the value of tape for commercials.

Retail members of a committee, which will work with TvB, include the following promotion executives: George Titus, Woodward & Lothrop, Washington, D.C., chairman; Ted Bushman, ZCMI, Salt Lake City; Ann Coplan, Scranton Dry Goods Co., Scranton, Pa.; Harold Haener, Macy's-California, San Francisco; Chester M. Leopold, Wolf & Dessauer, Fort Wayne, Ind.; Jack Miller, Leonard's, Fort Worth; Irving Myers, Union Fern, Troy, N.Y.; and John H. Noble Jr., The Marston Co., San Diego, Calif.

New audience survey

Television Personal Interviews Inc., New York, has announced the first of a new bi-monthly audience measurement service to be conducted the week of Nov. 29-Dec. 5. Offered to advertisers, agencies and networks, the TPI studies will include detailed audience composition, sponsor identification, who selected programs, evaluation of programs, other media, exposure, and product usage data for all prime time network programs. TPI uses the technique of personal coincidental interviews conducted where tv is watched.

Awards given by Chicago copywriters

Jack Baxter, president of Creative House Agency and former creative director of Earle Ludgin & Co., was recipient of the Chicago Copywriters Club's top award at its third annual Spotlight Dinner Tuesday (Nov. 3).

Award for the best written, locally-produced tv commercial of the year went to Steven Lehner, of MacFarland, Aveyard & Co., for his work on Formfit Co.'s Sleex foundation garments.

Mr. Baxter, whose agency handles over 20 accounts, was honored as "copywriter of the year" for a print ad on behalf of Carson, Pirie Scott, local department store. He also won one of CCC's "Golden 30" awards which drew 120 entries and produced four other winners. Mr. Baxter founded the club in 1957 and served as president for two years, winning three consecutive "30" awards. These honors are awarded on the basis of five samples with an aggregate of 30 or more points.

Golden 30 winners are:

Charles Blakemore and Rudy Perz, Leo Burnett Co.; Dean Carson and John Jakes, Abbott Labs.; Thomas Cadden, Tatham-Laird; Winifred Snyder, North Advertising; Ted Barnett and John Rand, Foote, Cone & Belding; winner.

Ken Synder, Phil Young, Dean Lierle, Donald Dickens, Jack Trindl, John Calnan, all Needham, Louis & Brorby. Blue ribbon awards were made to entrants whose individual work scored five points or more, but whose aggregate points did not total 30 or more.

• Business briefly

Time sales

Takes Oscar tab again • For the third successive year the motion picture industry will sponsor the annual Academy Awards television and radio program.

The Motion Picture Assn. of America, New York, in cooperation with other industry elements, will again underwrite the next Oscar telecast and broadcast on NBC Radio and NBC-TV April 4, 1960. Production, distribution and exhibition segments of the industry are reported to have pledged support to the program. Exhibitors will again back the program on their theatre screens, in lobbies, special displays away from the theatre, as well as in their newspaper advertising.

Parade feast • American Character Doll Corp., N.Y., and Remco Industries Inc., Newark, N.J., both through Webb Assoc. Inc., N.Y., will sponsor "Thanksgiving Parade Jubilee," 90-minute holiday program produced by CBS News for showing on CBS-TV Nov. 26 (Thurs. 10-11:30 a.m. EST). Starring Captain Kangaroo as host, special will feature Macy's Parade from New York, Gimbel's Parade in Philadelphia and the J.L. Hudson's procession in Detroit. Additional feature will be visit to Bamberger's Universal Christmas City in Newark.

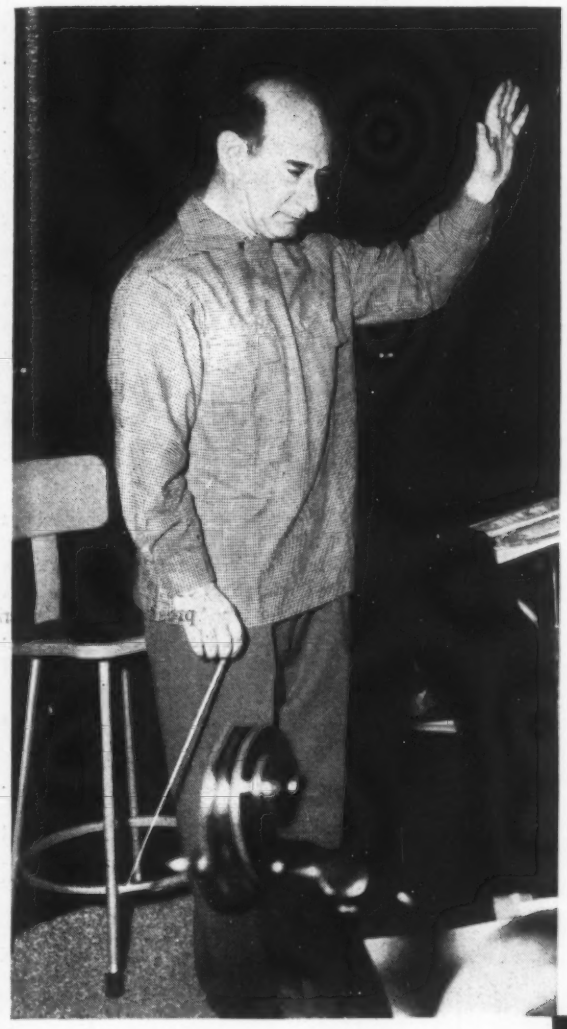
Musical salute • John Oster Mfg. Co., Milwaukee, in behalf of its electrical kitchen appliances, will sponsor ABC-TV's *The Golden Circle,* an hour-long musical special saluting a quarter century of song on Nov. 25 (10-11 p.m. EST). The programs stars Eydie Gorme and Steve Lawrence as co-hosts and guest stars Nat King Cole, the Andrews Sisters, Frankie Avalon, the Mills Brothers and Rudy Vallee. Agency: The Brady Co., Appleton, Wis.

One-time rate • Lanvin Parfums Inc. has selected NBC-TV's *The Price Is Right* for its first network tv purchase. Through North Adv., Chicago, the maker of Arpege scent has ordered the colorcast auction game for Dec. 9, 8:30-9 p.m. EST. Lanvin, a familiar network prize donor, last year spent more than $500,000 in tv spot. The one-shot network purchase was described by the sponsor as "only the first step" in a perfume educational campaign in which Lanvin hopes to make more use of network tv.

Ups budget • Acousticon International Div. of Dictograph Products Inc., Jamaica, N.Y., shifted its account from Anderson & Cairns Inc., N.Y., through which it invested more than $900,000 in national and local advertising in 1959, to the Wexton Co., N.Y. Acousticon's budget for nationwide campaign in 1960 was estimated at $1.5 million. Thirteen-week spot radio drive will start in March or April, it's reported, using newscasts in some 50 markets with local tie-ins by Acousticon distributors. Also starting in spring will be spot tv campaign using ad agencies to leading network news programs. Heavy print ad campaign is also planned. In line with its enlarged advertising program Acousticon is broadening its distribution operations.

Second meeting • Lincoln National Life Insurance Co., Ft. Wayne, Ind., will sponsor NBC-TV's "Project 20-20" production of "Meet Mr. Lincoln" for second consecutive year on Feb. 11, 1960 (Thurs. 9-9:30 p.m. EST). Program won Sherwood award for "application of brilliant technique to familar and important subject," and Emmy award for "best editing of tv film."

New "Laramie" residents • Liggett & Myers Tobacco Co., N.Y., through McCann-Erickson Inc., N.Y., will expand its sponsorship of NBC-TV's



This is Pittsburgh

Conductor William Steinberg has developed the Pittsburgh Symphony Orchestra into one of the world's best, winning special plaudits for children's and "industrial" concerts.

Josie Carey, Sylvania Award Winner and last year's "Man of the Year" in entertainment with "Mr. Wrinkle" and "Ludwig Von Lion". She's on the air five days a week for KDKA-TV, Pittsburgh's most-watched channel by far.

No egghead she, Mrs. Dorothea Neilson, librarian, is one of 4.5 million Pittsburgh area viewers informed, entertained and sold by top-rated KDKA-TV.

Culture, kids and classrooms go into the melting pot of contemporary Pittsburgh . . . where KDKA-TV's cameras distill the best of living for the area's largest TV audiences. KDKA-TV can put *your* product on Pittsburghers' minds and in their homes, too. Just ask us how.

KDKA 2 TV Pittsburgh

Represented by:
Television Advertising Representatives, Inc.

Westinghouse Broadcasting Company, Inc.

Laramie (Tues. 7:30-8:30 p.m. EST) to alternate-week half-hours starting in January. Other new buyers in *Laramie* are Colgate-Palmolive Co., N.Y., and Miles Labs Inc., Elkhart, Ind., which will sponsor thirds on alternate weeks. Agencies for Colgate and Miles are Ted Bates & Co., N.Y., and Wade Adv. Inc., Chicago.

Casing the market • N.W. Ayer & Son, Phila., is buying in 10-15 test markets around the country to introduce Armour pork sausage on tv. Minute and 20-second schedules of varying intensity will run on two or three stations in each market.

Radio dosage • Whitehall Pharmacal Co., div. of American Home Products, N.Y., has purchased $300,000 worth of CBS Radio programs to promote Dristan (cold remedy). Order, placed through Tatham-Laird Inc., N.Y., includes 30 weekly units of daytime dramatic series, news, *Impact* segments and *House Party* on seven-day-per-week basis, for nine weeks starting Oct. 30. The network buy complements Whitehall's extensive sponsorships in tv, it's reported.

Agency appointments

• Knox Reeves Adv., Chicago, resigns Mars Inc. (candy) account, estimated at $3 million, effective Dec. 1. Client currently is screening other agencies.

• Sudler & Hennessy, Inc., New New York, has replaced Doyle Dane Bernbach Inc., New York, as advertising agency for CBS Radio, it was announced Nov. 1 by Louis Dorfsman, vice president in charge of art, advertising and promotion at CBS. Doyle Dane Bernbach Inc., which handled the CBS account for two years, developed an account-conflict problem after its recent acquisition of the ABC Radio account.

• Charles Gulden Inc., Saddle Brook, N.J., appoints Gardner Adv., N.Y.

• Pan Pacific Fisheries, Terminal Island, Calif., appoints Jimmy Fritz & Assoc., Hollywood.

• Boyle-Midway Div. of American Home Products Corp., N.Y. (Easy-Off oven cleaner, Easy-Off window spray and Griffin shoe polishes), to Tatham-Laird Inc., N.Y., for advertising appearing after Dec. 1.

• Pharmaco Inc., Kenilworth, N.J., to N.W. Ayer, Phila., effective Jan. 1, for Feen-a-Mint laxative chewing gum, Chooz antacid chewing gum, Correctol laxative and Regutol non-laxative regulator. Products will be serviced by Ayer's New York office. Transfer is being made from Doherty, Clifford, Steers & Shenfield, N.Y.

• California Frozen Juice Co., Beverly Hills, Calif., names Cole Fischer Rogow Inc. there.

• O'Sullivan Rubber Corp. (soles-heels), Winchester, Va., names M. Belmont Ver Standig Inc., Washington, effective Jan. 1.

• Young & Rubicam Inc., N.Y., names Milici Adv. Inc., Honolulu, to handle General Foods Corp.'s advertising in Hawaii.

Olive branch

All is serene now at Mogul Williams & Saylor, New York (formerly Mogul Lewin Williams & Saylor). Last summer A. W. Lewin, board chairman, left the agency abruptly under unusual circumstances. Mr. Lewin claimed at that time he was "forced out." Agency reported agreement had been negotiated for his departure. Latest announcement from MW&S is: controversy between A. W. Lewin and Mogul Williams & Saylor has "been amicably settled to their mutual satisfaction, and all proceedings between them have been discontinued; all claims, charges and countercharges therein have been withdrawn."

• Also in advertising

Trading on names • James M. Vicary Co., N.Y. research firm, has organized a subsidiary, Trademark Management Institute, to develop and test trademarks for new products. The new corporation grows out of Vicary projects leading to names of Dodge Dart and five other Dodge 1960 models, Chemetron Corp., AT&T's "direct distance dialing" and others.

Washington, D.C. office • Boylhart, Lovett & Dean Inc., Los Angeles advertising agency, has opened a Washington branch at 734 15th St. N.W.

New offices • Irv Edelstein Assoc., L.A., advertising and public relations agency, has opened enlarged offices at 8350 Santa Monica Blvd. New phone is Oldfield 6-6200. Company has affiliated with The Goodman Organization, at the same address, to provide expanded service to client of both organizations.

Ross absorbed • Charles Ross Adv., Hollywood, has merged with Gage/Booth & West Adv., Beverly Hills, both California. Mr. Ross is named vice president-assistant to G/B&W's president, Raymond B. Gage. Address: Wilshire Blvd. and Hamilton Dr., Beverly Hills. Telephone: Olive 3-1770.

On tea board • P.C. Irwin Jr., vice president of Irwin - Harrisons - Whitney Inc., New York importers, was re-elected president of the Tea Assn. of the U.S. at the group's annual convention at White Sulphur Springs, W.Va., Nov. 3. Elected vice president was W. Gardner Barker, president of Thomas J. Lipton Inc. Re-elected treasurer was Joseph Diziki, vice president of Carter, Macy Co., N.Y.

Ad Council award • The Advertising Council has selected Roy E. Larsen, president of Time Inc. to receive its 1959 Public Service Award, which is presented to "an American businessman who has contributed notably in public service to the welfare of his country and his fellow citizens." Presentation will be made at council's dinner meeting in New York on Nov. 24.

More for Monitor • National Television Monitor, 601 Madison Ave., N.Y., has announced an expanded market list now including 165 cities. Audio Tape reports are now available in 85 cities.

Quarters found • The Washington, D.C., staff of Advertising Federation of America, New York, (Nov. 2) opened the doors of their permanent quarters in the Associations Bldg., 1145 19th St. N.W., according to Donald J. Wilkins, vice president and manager of the AFA Washington office. Since the fulltime staff was established there on Oct. 1, they have shared the office of the Advertising Club of Washington at 1320 G St., N.W.

ANA report • Assn. of National Advertisers Inc., N.Y., has released a 113-page report on "Newspaper Circulation and Rate Trends," showing trends for the period 1946-59. Covering daily newspapers, Sunday newspapers, Sunday magazines and comics groups, the report is available to newspapers, agencies and non-members of ANA at $15 per copy.

Rumrill moves • Utica division of the Rumrill Co. has moved to new quarters at 1512 Genesee St., Utica, N.Y. As the Moser & Cotins Adv. which merged with the Rumrill firm in 1957, the firm occupied its own building in Utica for 34 years. In addition to its Utica division, Rumrill has offices in Rochester and Buffalo. New phone: SW 7-2850.

WeeReBeL, *Columbus, Ga., and Jackie Moore, time buyer, BBD&O, Inc., New York, reveal a few secrets.*

Have you heard what the WeeReBeL said to BBD&O?

"Over a million people can watch WRBL-TV"

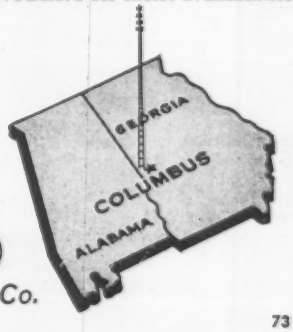
Over a million people can watch us in the 47-county area served by WRBL-TV; and the only way you can reach them all on TV is with WRBL-TV. Metropolitan Columbus has the highest family income in Georgia and 25th highest in the nation. Columbus belongs on every Southern schedule. WRBL Radio programs to the adult audience with top buying power in Columbus. Call HOLLINGBERY for choice availabilities in Georgia's second market.

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

abc COLUMBUS, GA. CBS

Represented by George P. Hollingbery Co.



CHALLENGES FACING PROMOTION

BPA Philadelphia meet highlights them, reviews basic needs

The youthful Broadcasters Promotion Assn. displayed its vigor and enthusiasm in Philadelphia last week during three days of round table and panel sessions on routine work-a-day promotion and merchandising problems. BPA signed 102 new members at the meeting, swelling its ranks from 200 to a total 302.

Nearly all members were there. Full registrations totaled 294 while partial registrations (single sessions) raised the total participation well over the 300 mark.

The promotion handicaps and the challenge to television evoked by the disclosures of the tv quiz scandal in Washington held the attention of the BPA delegates at several major sessions during the Nov. 2-4 convention at the Warwick Hotel. But for the most part, panels and round tables were more concerned with basic business—problems—such as how to obtain assured end-of-the-aisle displays in local supermarkets; are jumbo cards just a passing fad; do contests really build audience, and how to get better editorial cooperation from local newspapers.

Among the major highlights, the BPA meeting heard:

• Louis Hausman, director, Television Information Office, who predicted the long-range future for tv is bright. But he was disturbed how the tv quiz scandal had disclosed a major misunderstanding in many important places about tv and its decision-making dilemmas. He called for admission of mistakes, correction, telling all the publics and active defense of "our contributions."

• Proposal for wide promotion of network and station public affairs and public service programs during prime evening time, using the talents of top personalities, to help put tv's image back in focus. It was offered by C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp.

• Observation that broadcasters have a "moral obligation" to provide evening exposure for public service programming "on some sort of a continuing basis." It was made by Frank Shakespeare, general manager, WCBS-TV New York.

Godt Elected • Gene Godt, sales promotion and advertising director, KYW-TV Cleveland, was elected president of BPA for 1960 (see story page 97). He succeeds Charles A. Wilson, WGN-AM-TV Chicago.

Well-attended features of the convention were the revolving round table discussions held the second day. Five major topics were explored, one topic assigned to each round table. Five different 50-minute sessions were held on that topic at each round table, three during the morning and two in the afternoon, enabling delegates to "revolve" from table to table during the day and hear all discussions.

Louis Hausman, director, Television Information Office, acknowledged BPA's convention came in the "midst of an ordeal such as broadcasting has never known." But he was not mainly concerned with the tv quiz scandal. "We can solve the problems raised by the recent disclosures," he assured.

"What disturbs me more," he said, "is how vividly it has revealed misunderstanding about television in many important places; how fully it has exposed the simple lack of knowledge that makes some people willing to believe the worst about our medium.

"Essentially, I am referring to something more than the spirit of high glee with which various individuals have been anticipating our funeral. I am referring to the suggestion put forward by certain persons to the effect that the recent disclosures involving a handful of shows in a single narrow area of programming are somehow typical of the ethical conduct of the whole television industry. It is the suggestion, in effect, that we are a clutch of scoundrels, and, after all, who could expect any other behavior from such a medium?"

The suggestion is "outrageous and untrue," Mr. Hausman asserted. "All thoughtful people will reject it out of hand."

Those who think tv is profit-mad and without responsibility should consider the medium's public service con-

Be positive • Accent tv's many public contributions, Pennsylvania Lt. Gov. John M. Davis (l) and TIO Director Louis Hausman agree. Lt. Gov. Davis, controlling owner of WALL Middletown, N.Y., and WSPB Sarasota, Fla., welcomed BPA.

Prime timers • Corinthian Broadcasting President C. Wrede Petersmeyer (l) and WCBS-TV New York General Manager Frank Shakespeare (r) tell BPA convention program chairman Jim Kiss, *Tv Guide*, prime time is public service promotion time.

Merchandisers • Wake up, there's a big marketing revolution going on which broadcasters better heed, say Max Buck (l), manager, WRCA-TV New York, and co-panelist Emil Mogul, president, Mogul, Williams & Saylor Inc., New York agency.

In the Providence market WJAR-TV leads by almost 2 to 1* in weekday adult programming!

*NIELSEN FIGURES: From 7 A.M. to 6 P.M., Monday through Friday, there are 35 fifteen-minute segments of adult programming on both Providence stations. WJAR-TV leads on 22, the other station on 13 — a clear preference of almost 2 to 1! (Nielsen, August, 1959 Metro Ratings)

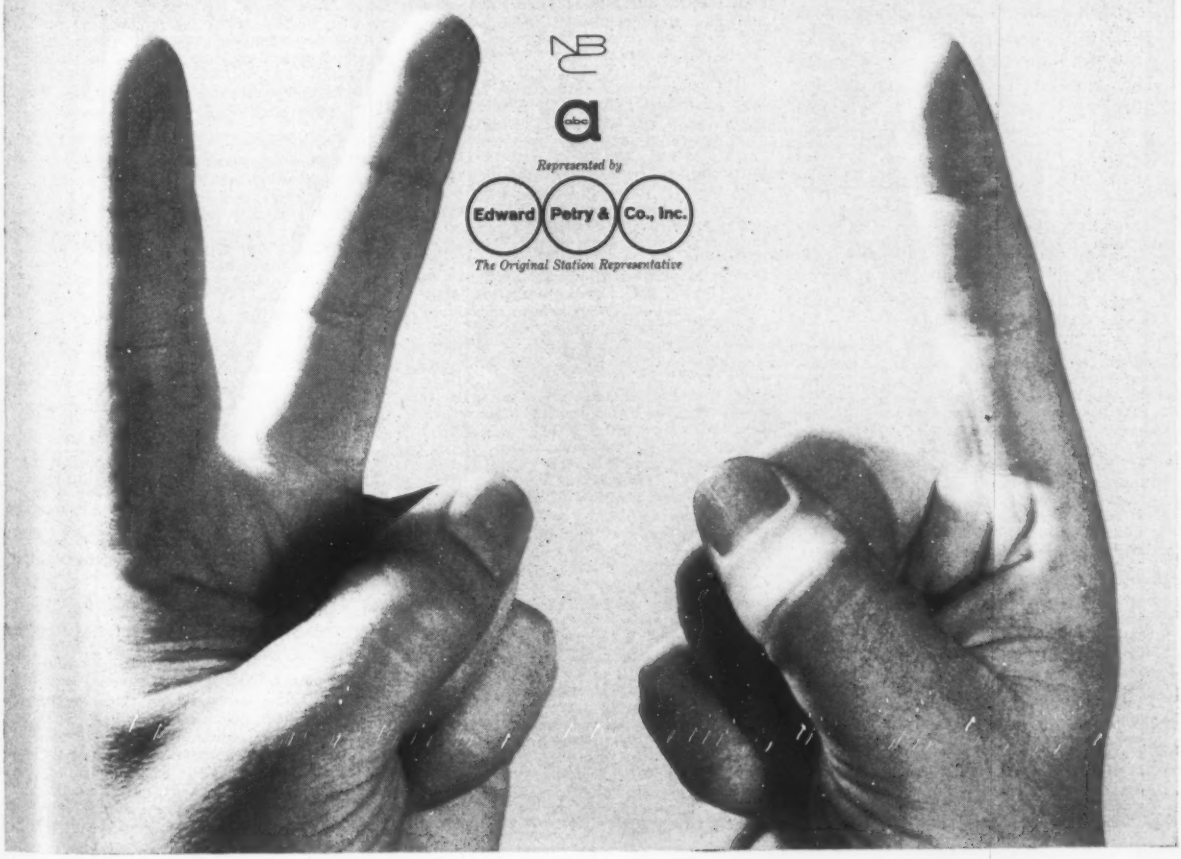
NBC

abc

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



tributions, the TIO chief said. He cited how the networks cancelled commercial shows and spent millions of dollars to cover Soviet Premiere Khrushchev's U.S. visit and how the entire industry devoted $241 million-worth of time last year to such public causes as Red Cross, better schools and campaigns against disease. The latter figure is equal to 20% of the industry's entire revenue, he said.

"How do those who charge us with irresponsibility, and say we cannot regulate ourselves—how do they account for the fact that broadcasting is the only advertising medium that voluntarily deprives itself of enormous revenues by refusing to take liquor advertising?", he asked.

The Militant Minority • The contradiction is not hard to understand, Mr. Hausman observed. Television by its "unique intimate impact within the home, breeds strong opinions," he said. "And since it plays to the largest audience in history, making it plainly impossible to please everybody all the time, some of those opinions are bound to be fiercely negative.

"I am persuaded that such negative opinions are largely those of a hard-to-please and generally uninformed minority—but it is an articulate minority with unusual opportunities to make itself heard."

The extent and depth of the American public's interest in tv "represents a fine target for publicity for everyone," he said. This intense interest—"the talk it generates and the space it fills in the press—may produce hard and distorted accusations, but it is testimony to the vitality and strength of the medium."

Information Cornerstones • His four cornerstones for building TIO's informational program (they apply to radio, too, he said): "Admit when things are wrong. Correct them. Inform all the publics. Actively defend our contributions."

Everyone makes mistakes, Mr. Hausman observed, and "to try to pretend otherwise is to do ourselves a disservice and to lose the confidence of our friends." Although he felt the quiz irregularities are symptomatic of a general moral letdown in society at large (ranging from traffic ticket fixes to outright bribery and not confined to any one group or industry), he did not feel "fingerpointing can excuse or mitigate our own lapses."

Any medium that enters millions of homes "has a special obligation to stay above reproach," he said.

In informing the various publics about tv's decision-making dilemmas, Mr. Hausman suggested it is important to explain the repetition of "damned-if-you-do and damned-if-you-don't" situations which occur. An example, he said, is the argument that the networks ought to exercise greater control over the programs they transmit. But "how many who say it are aware that the networks are also on the griddle with the FCC and the Justice Dept. because they allegedly have too much control over programming and don't give enough op-

Sales promotion manager's 100 duties

If anyone feels the life of a sales promotion manager is a snap, Jack L. Williams, WBZ Boston, leader of a round table session on the subject, stands ready to shatter the illusion.

A firm believer that the sales promotion manager should create ideas and entire campaigns, not merely execute them after someone else did the planning ("don't be a patsy for the sales manager"). Mr. Williams sent a questionnaire to 100 sales promotion managers and asked them what they do and how much. He got back 69.

Here's the 100 things sales promotion managers do, plus the percentages to show just how many sales promotion managers perform each individual function:

(1) Gather material for and produce fact sheets on programs, 89.9%; (2) Gather material for and produce fact sheets on market, 88.4%; (3) Gather material for and produce fact sheets on sales procedure, policies, other station information, 18.8%; (4) Maintain RAB-TvB files, 52.2%; (5) Maintain files on station and market data, 87.0%; (6) Prepare basic salesmen's handbook, 43.5%; (7) Order salesmen's name cards, 43.5%; (8) Attend in-station sales meetings, 78.3%; (9) Gather success stories from clients, 47.8%; (10) Write sales presentations for potential clients, 52.2%.

(11) Plan meetings with client-agency groups, 30.4%; (12) Develop sales-promotional film presentations, 65.2%; (13) Develop sales-promotional flip card presentations, 72.5%; (14) Develop sales-promotional slide presentations, 69.6%; (15) Develop sales-promotional audio tape presentations, 43.5%; (16) Develop sales-promotional video tape presentations, 42.0%; (17) Write activity report (promotional) for sponsor, 79.7%; (18) Make calls on clients with salesman, 58.0%; (19) Make calls on clients (promotional) without salesman, 24.6%; (20) Develop promotional idea for sale to potential client, 63.8%.

(21) Conduct presentations at client salesmen's meetings, 30.4%; (22) Plan and coordinate station parties for agencies-clients, 62.3%; (23) Handle exhibits at trade shows, conventions, 76.8%; (24) Conduct survey for client program,34.8%; (25) Handle station audio-visual aid equipment, 26.1%; (26) Entertain local clients and prospects, 30.4%; (27) Negotiate trade deals for contests, gimmick mailings, 58.0%; (28) Negotiate trade deals for station equipment, 17.4%; (29) Prepare trade deal contracts and orders, 21.7%; (30) Schedule announcements for trade deal advertisers, 31.9%.

(31) Report on broadcast schedule for trade deal advertisers, 23.2%; (32) Prepare availability sheets, 13.0%; (33) Prepare newspaper advertisements for sponsored shows, 84.1%; (34) Prepare air promotion for sponsored shows, 81.2%; (35) Prepare outdoor advertising for sponsored shows, 78.3%; (36) Prepare "other" advertising (ie: laundry stuffers) for sponsored shows, 81.2%; (37) Prooduce and mail fliers to retailers, buyers, wholesalers, 84.1%; (38) Produce and distribute point-of-sale posters, shelf-talkers, etc., 68.1%; (39) Edit merchandising newspaper, 63.8%; (40) Write articles for grocery, drug, etc., trade publications, 65.2%.

(41) Decide what merchandising assistance a client will receive, 34.8%; (42) Write copy for air promotion of client products, 30.4%; (43) Produce gimmicks for distribution to clients, 62.3%; (44) Produce gimmicks for distribution by clients, 37.7%; (45) Handle window displays for client products, 52.2%; (46) Conceive and write copy for contest involving client products, 24.6%; (47) Judge client contests, 39.1%; (48) Handle client product-sampling and display at women's luncheons, 23.2%; (49) Analyze rating reports, 50.7%; (50) Prepare rating analysis of client schedule, 31.9%.

(51) Prepare rating analysis for sales proposal, 40.6%; (52) Handle station subscription to rating services, 36.2%; (53) Publish reports on station ratings, 56.5% (54) Handle public appearances for sponsored-show talent, 44.9%; (55) Select media for trade advertising, 60.9%; (56) Create state trade advertisements, 71.0%; (57) Develop and submit budget for trade advertising, 69.9%; (58) Schedule trade advertisement after plan has been approved, 73.9%; (59) Prepare brochures for mailing to clients-agencies, 87.0%; (60) Personalize station ad reprints for mailing to clients-agenceis, 76.8%.

(61) Reprint and mail trade-magazine articles to clients-agencies, 65.2%; (62) Select gimmicks for mailing to clients-agencies, 52.2%; (63) Keep station mailing lists up to date, 87.0%; (64) Schedule direct mail campaigns after plan has been approved, 73.9%; (65) Prepare and mail station program schedules, 71.0%; (66) Prepare newsletter, fact sheets for mailing to clients-agencies, 72.5%; (67) Prepare brochures for mailing to client's employes, 39.1%; (68) Handle sponsored-program publicity for trade publication, 60.9%; (69) Handle sponsored-program publicity for area newspapers, 69.6%; (70) Devise publicity stunts for sponsors, 44.9%.

(71) Write speeches for clients delivery at sales meeting, 11.6%; (72) Write letters to VIPs on behalf of clients, 36.2%; (73) Hold press conferences for sponsored shows, 47.8%; (74) Handle audience mail for client offers, 39.1%; (75) Prepare station mail response maps, 76.8%; (76) Report to client on mail response for particular show, 44.9%; (77) Pick-up client copy, ET's, films and deliver to traffic department, 5.8%; (78) Handle station publicity (no client mentions), 65.2%; (79) Handle station audience promotion, no client mentions, 69.6%; (80) Deliver sales presentations to clients-agencies, 14.5%.

(81) Pick up transportation tickets for station personnel, 2.9%; (82) Make hotel reservations for visiting firemen, 15.9%; (83) Supervise station hospitality suite, 40.6%; (84) Entertain visiting firemen, 27.5%; (85) Plan sales incentive contests, 11.6%; (86) Conduct sales incentive contests, 10.1%; (87) Prepare award entries, 46.4%; (88) Lay-out and publish station rate card, 55.1%; (89) Handle listener-viewer telephone calls and mail, 34.8%; (90) Conduct tours of station, 30.4%.

(91) Secure tickets for New York-Chicago shows for clients, VIPs, 23.2%; (92) Route trade magazines around station, 26.1%; (93) Send telegrams to clients reminding them of schedule, 29.0%; (94) Sample employes with client products, 37.7%; (95) Develop new mailing lists for station, 66.7%; (96) Decorate station halls, lobby, 40.6%; (97) Send letters to VIPs receiving local honors, 14.5%; (98) Handle closed circuit meetings for clients, 30.4%; (99) Supply gifts for association meetings, such as sales executive clubs, 20.3%; (100) Co-ordinate station personnel activity in civic clubs, 13.0%.

portunities to independent packagers?"

Mr. Hausman wondered if inadvertently the industry has been creating the impression through program advertising and promotion that tv airs fewer public affairs shows than it does. "It's a question well worth examining," he said.

Another area worth exploring, he said, is the whole field of community service by broadcasters. He suggested community projects undertaken jointly by all the broadcasters in a city without competitive considerations.

Public service and prime time

C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp., at the opening session Monday morning proposed that both networks and stations use their prime evening time and their top personalities to promote public affairs and public service programming. The objective: to make the public more aware of the whole range of tv's offering and to get the viewer at least to "sample" the non-entertainment shows available.

Mr. Petersmeyer appeared with Frank Shakespeare, general manager, WCBS-TV New York, on a panel on "Public Service and Your Station."

"We must create the programming that provides a full range of program service covering both majority and minority taste and we must make sure that our total audience knows of the full range of programming available to it," he said. This done, he continued, the problems of prestige and standing with the public and opinion-makers, the problem "of the 'image' of television will largely vanish."

Cold Wind Rages • He said that while the winds of the quiz scandal raged, "all the fine words that tell of our medium's accomplishments, our phrases about public service and contributions to our communities—all is just a whisper in that wind."

He said it is vain to argue that the quiz shows, even in their heyday, represented less than one percent of total tv programming or that the dishonest quiz show represented only a small fraction of these, or that the real culprits are a mere handful out of the scores of thousands of men and women "dedicated to the sound ideals and service of this fabulous medium." But all are caught up in the "holocaust," he said, no matter how innocent. "We share the guilt whether we will or not."

Mr. Petersmeyer felt, however, that the long-range prospect is bright "simply because the American public has a sense of fair play and, I am convinced, a deep-rooted affection for our medium." After the initial shock, he said, the average viewer will recognize "the elementary truth that not all broadcasters are villains. He will recognize the great service the medium has rendered and its many fine accomplishments."

Get the picture • You can build a strong station image by planning and executing an all-out promotion campaign, according to WITH Baltimore Manager R. C. (Jake) Embry (l) and Arthur Schofield, assistant to the president, Peoples Broadcasting Co.

Commercial Success First • Mr. Shakespeare said commercial success is a prerequisite to public service programming. "Only a financially sound station can do it," he pointed out. Effective public service cannot be done on a "shoestring," he said.

The WCBS-TV manager said stations should budget as much for production of the public service show as for the purchase of a syndicated show of the same length. The five major weekly public service programs on WCBS-TV each have an average budget of $3,000 weekly.

Evening exposure for public service shows "on some sort of a continuing basis" constitutes broadcasters' moral obligation to their audiences today, he said.

Trade up trade ads • Broadcasters should practice what they preach and do more advertising. Sponsors might follow the example, suggest R. David Kimble, Grey Adv., New York, and Henry J. Kaufman, head of his own Washington agency.

Upgrading Tv Awards • Mr. Shakespeare also observed that stature for awards in television is lacking and he urged promotion managers to consider the value of the awards more carefully before submitting their entries. He said too many awards today are mere self-serving promotion devices of those wishing "to ride the television train."

With video tape now generally available to permit local programs to be screened and judged, a new award structure akin to the newspaper industry's Pulitzer Prize or movie's Oscar Awards is needed, he said.

War of labels underway

Max Buck, manager of WRCA-TV New York, warned broadcasters to awaken and listen to the guns of the marketing war now being waged in the retail merchandising field, especially foods. He said the nationally advertised brands in some situations are being outsold by the private label brands of the big supermarket chains.

"They can set advertising back 25 years if they win the war," he warned. Mr. Buck was participating in Monday's panel on "How to Manage the Merchandising Maelstrom."

Broadcasters must hire or learn to be retail specialists, he indicated. "Get on your feet and get into a supermarket this week," he said. "Get the 'whys' as well as the 'whats'," he urged.

Supermarket stores' "selling muscles" are becoming more powerful than ever, he said, and these "showmen of retailing" have cut distribution costs from 30¢ to 17¢ per dollar gross. "They've struck terror in the hearts of the department store moguls," he said.

Short Change • Sharing the panel with Mr. Buck, Emil Mogul, president of Mogul, Williams & Saylor, New York agency which is heavy in radio-tv, said station managements are "shortchanging" their merchandising departments with "insufficient budgets, inept personnel and less than token cooperation." He urged broadcasters to study the huge merchandising departments of newspapers and magazines to learn how to give real sales impetus to the products advertised on the air.

Stations must learn to think in terms of the "total marketing concept," Mr. Mogul said, and to provide clients with a strong merchandising program which is in harmony with this concept.

His three-point platform for easing the merchandising problem: Stations should (1) set aside a merchandising budget based on a fixed percentage of total volume; (2) separate the merchandising department from the functions of the station promotion manager, and (3) give the merchandising manager

free rein to hire competent personnel with merchandising experience on the retail level.

Sell the station image

Keeping the station image is a day-to-day problem, R. C. (Jake) Embry, manager, WITH Baltimore, told a Monday panel on "How to Create a Station Image." Also taking part was Arthur C. Schofield, assistant to the president, Peoples Broadcasting Co.

Mr. Embry said two station images are involved: one to listeners, the other to advertisers and agencies. The image must be sold "just like any product," he said.

The station must achieve complete agreement internally on the image it wishes to project through its program format and service, he said. Then it must be sold to all the staff and "100% cooperation" obtained.

Helpful to promoting the image is a station trademark or slogan, he said. Then stations must practice what they preach and advertise their product on a continuous 52-week basis in the trade papers, local papers and other media as well as on the air. "Consistency over 52 weeks of the year is paramount," Mr. Embry said.

Other factors bearing significantly on the station image, Mr. Embry said, include: quality of advertising, billing and accounting accuracy, rate structure ("nothing should be as inviolate as your rates"), participation in community activities ("every member of the staff should be active in some local organization"), salesmen ("they should be well trained, make a good appearance, be honest, command respect") and atmosphere of civic interest ("all stations should editorialize").

What's in a Name? • Mr. Schofield didn't like the word "image." To him it connoted something fabricated. He felt rather that it is the station "name" or reputation which is important.

"You seldom can change the original," he said, "you can only translate it." But promotion does enter into the function of translation, he asserted.

Mr. Schofield offered these "don'ts" to help do an effective promotion job: don't rush ("don't go to sleep either"); don't always have to be first; don't be afraid to make a mistake, and don't think what you do has to be the biggest ("but what you do do must be important"). His big "do": "Do make it personal. There is no such thing as mass. Everything important that ever happened to anyone is personal."

Spend enough to count

How to improve trade paper advertising was explored by a Monday afternoon panel comprising R. David Kimble, senior account executive for NBC at Grey Adv., New York, and Henry J. Kaufman, president, Henry J. Kaufman Assoc., Washington.

Mr. Kimble told stations they must either spend enough for trade advertising to do the job "or forget it." The reason for trade ads is to achieve "memorability," he explained. It is not impulse motivation as in the case of many consumer products, he said.

Mr. Kimble's other key factors for trade advertising success: frequency; run big enough ads to tell the story; have a story to tell, and, "make good ads." He said a recent study shows program information is mostly desired in the ads by agency timebuyers with success stories and qualitative audience data following in preference.

Size and space are important in trade ads, Mr. Kimble said, while color, bleed and illustration or good use of type are enhancing factors. Ads should make a single point, he said, and in view of their agency audience they should have a certain amount of sophistication.

Set the Example • Mr. Kaufman found broadcasters fail to budget and plan their own advertising as efficiently and thoroughly as they expect sponsors to do on their radio and tv stations. Yet, he said, FCC's reports on market billings disclose some "startling inconsistencies" which can only be attributed to the influence of trade advertising.

Most national radio-tv billing gravitates to the major metropolitan markets, he observed, while radio, in the smaller markets, is dominated by local billing. "Yet Cedar Rapids' national, non-network radio billing is twice as big as its local billing. This market called Cedar Rapids which is only 171st in national ranking (population) has a national spot radio volume that approximates America's 25th market and is almost double America's 110th market."

There are "dozens of cases where small but aggressively promoted markets produce a volume of radio and tv billing unequaled by many larger markets," Mr. Kaufman said. "I wonder how many of you have ever studied similar operations—and evaluated the national trade promotion program responsible for focusing attention on markets and stations no better than yours. I wonder how many of you have fully utilized the knowledge and experience of your stations' representatives, your agencies and your trade paper representatives for the purpose of determining the circumstances under which you might promote your station, your market or both, with some assurance of sucecss."

Promote for top spots

There is a direct relation between a station's national spot billing and its promotion excellence, H. Preston Peters, president, Peters, Griffin, Woodward Inc., station representatives, told a Wednesday morning panel on "How to Equip Your Representative." He shared the panel with Adam J. Young, president, Adam Young Inc.

How good a job the station representative performs depends in large measure on the promotion placed in his hands by the station, Mr. Peters said. The "staples" to be fed to the representative include information and data on the market, programs, coverage and rates. But this must be consistently and periodically freshened. His examples of typical "extra" promotions included "the tallest tower east of the Atlantic ocean, a new studio larger than the Kremlin, the $3 million film package, or a safari to your market or area."

Mr. Young told of several case histories in which over-all promotion plans by the stations helped sell radio campaigns and win renewals, The promotion ideas, he said, help to induce advertisers and agencies to test radio in new ways and find new selling patterns.

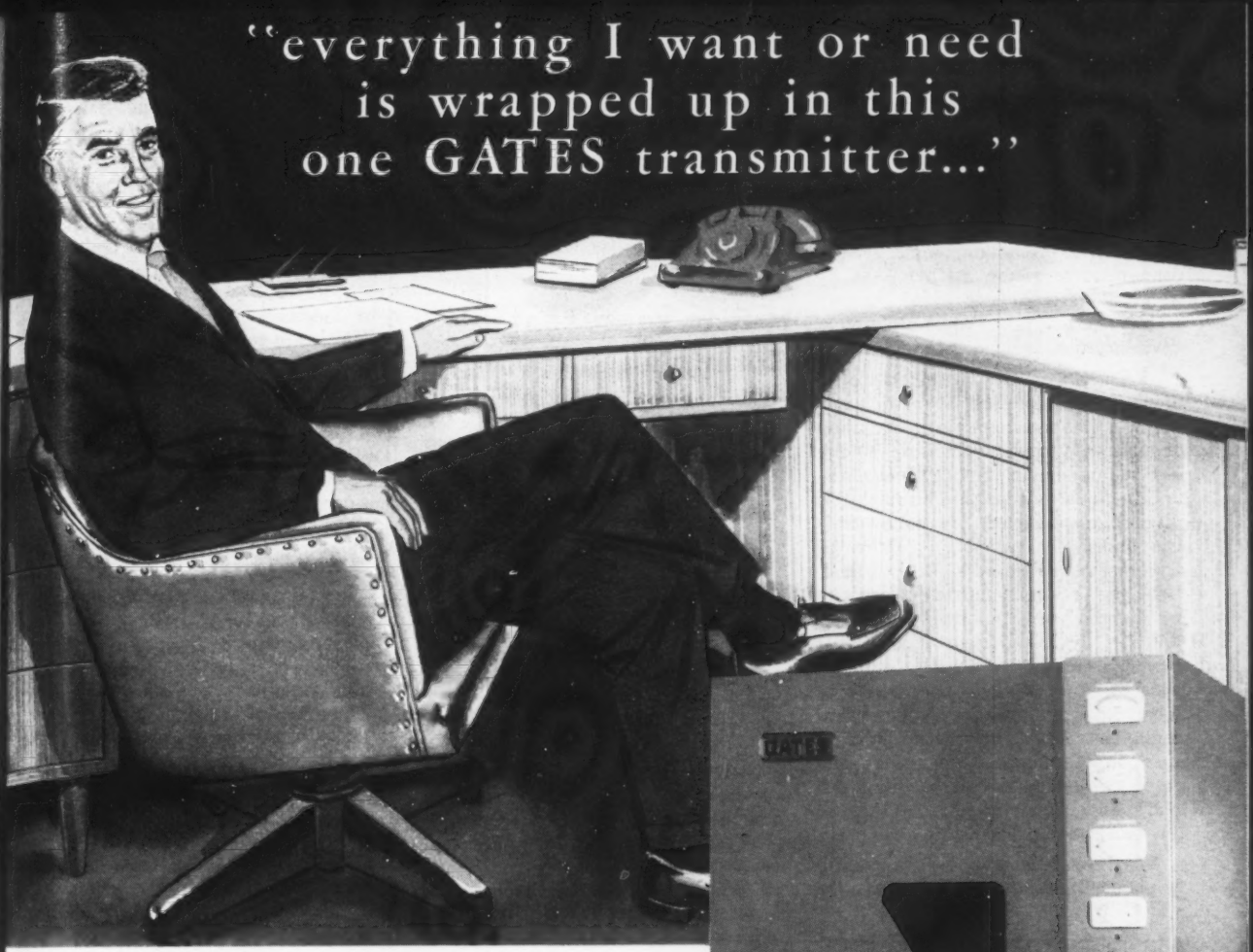
Mr. Young urged station promotion managers to make sure their representative understands the scope and depth of services which the station can provide; to be sure when an order is obtained based upon a promotion plan that it is carried out in every detail, and to report in full detail what has been done when the promotion is over.

Suggest self promotion

At the revolving round table session Tuesday on audience promotion, led by Robert V. Freeland, KOTV (TV) Tulsa, participants felt stations should give more attention to self-promotion on their own facilities. Over-emphasis on newspaper advertising was criticized, although use of all media was considered desirable in a balanced promotion.

Parting of the ways

KMOX-AM St. Louis and KMOX-TV St. Louis are CBS-owned stations. But the sister stations apparently are "thinking men" outlets—they make up their own minds. Last Monday (Nov. 2) KMOX-TV aired an editorial, urging acceptance of the St. Louis Metropolitan District Plan Issue which went before voters on Election Day. On the same evening KMOX broadcast an editorial asking citizens to vote against the proposal.



GATES

BC-1T 1000 Watt AM Transmitter

Relax . . . lean back in your chair and imagine having a power plant of such unequalled reliability in your station . . . breaks all known records for performance . . . really a confidence builder just thinking about that day-in, day-out, day-in, day-out steady and unvarying dependability.

And . . . dependability comes only through the big design. A glance at the inner cabinet tells you the story. Big transformers that invite 24-hour schedules . . . big, husky GATES-built edgewise tank and Tee network coils . . . a scientific design for cooling.

You could say, *"everything I want or need is wrapped up in this one GATES transmitter . . ."*

Why don't you write to our transmitter products manager, to give you all the details? The GATES BC-1T is *so* easy to own.

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Mr. Freeland estimated tv stations spent $35 million last year on local promotions. KOTV spent between $35,000-40,000, he said.

Considerable difference of opinion was displayed about the role of contests in audience promotion, some feeling contests serve merely to hypo ratings while others considered "fun" contests with reasonable prizes to be a desirable device to stimulate audience interest.

Similarly, considerable difference of opinion was expressed by participants during the merchandising workshop about how much merchandising—if any—a station should provide to advertisers. It should not become a rate cut in disguise, most agreed. This round table was under the leadership of Heber E. Darton, WHBF-AM-TV Rock Island, Ill. The big gambit currently seems to be "jumbo card" mailings, but some felt this device overworked and was perhaps symptomatic of the "game"—agencies requesting merchandising merely to impress clients, stations agreeing to the requests in order to build up case files to impress the agency and stores consenting to merchandising displays (not always performed) just to get the trade deal of spots on the air.

Big Payoff • However, when carefully planned and honestly performed, the group learned, the merchandising programs can result in making regular cash sponsors out of supermarket chains.

Other round tables included publicity and exploitation, led by Montez Tjaden, KWTV (TV) Oklahoma City, and trade paper advertising, led by Kirt Harriss, KPRC Houston.

H-R to represent Corinthian stations

Developments in the station representation business were topped last week by appointment of H-R Representatives/H-R Television to represent the Corinthian stations.

Corinthian Broadcasting Corp. owns five tv and two radio stations, one of which—KXTV (TV) Sacramento—has been represented by H-R Television since the station's establishment (under other ownership) in 1955.

The combined stations represent substantial billings in national spot. The appointment last week is considered as a coup for H-R, which already is a major in station representation.

Three other station representatives are affected by the Corinthian move to H-R. They are Edward Petry & Co., which reportedly was approached about representation of the Corinthian group but which had several conflicts, the Bolling Co. and CBS-TV Spot Sales.

Effects • KHOU-TV Houston, is represented by CBS-TV Spot Sales. Its departure will mark the first in the Spot Sales list to disassociate since the FCC ruling that networks may not represent affiliates. But, it was pointed out, the decision was Corinthian's and was made well in advance of the FCC order.

In addition to KHOU-TV and KXTV, the following stations (and former reps) are in the Corinthian group: WISH-TV Indianapolis (Bolling), KOTV (TV) Tulsa, WISH Indianapolis and WANE-AM-TV Fort Wayne (Petry).

C. Wrede Petersmeyer, Corinthian's president, said the decision came after a long study, during which the management became convinced that the stations' "policies and facilities can best be sold to advertisers and agencies through a single selling force."

Effective dates of the change will be announced later, he said.

The Corinthian group is part of a $50 million broadcasting-publishing organization (Whitney Communications Corp.) which is headed and principally owned by John Hay (Jock) Whitney, U.S. Ambassador to Great Britain.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KRAK Stockton, Calif.: Sold by L.E. Gene Chennault and Alan Torbet to Manning Slater and associates for $550,000. Mr. Slater is former commercial manager of WICC Bridgeport, Conn. Broker in sale was Edwin Tornberg & Co. KRAK is 5 kw on 1140 kc and holds construction permit for 50 kw.

• WCLG Morgantown, W.Va.: Sold by C. Leslie Golliday to William S. Freed for $67,000. Mr. Freed is former owner of WDOV Dover, Del. Mr. Golliday also owns WEPM Martinsburg, W.Va. Transaction was handled by Blackburn & Co. WCLG is 1 kw daytimer on 1300 kc.

New KFVS-TV tower

A television transmitting tower 2,000 feet above average terrain and 1,676 ft. above ground, is being constructed by KFVS-TV Cape Girardeau, Mo. Oscar C. Hirsch, owner and general manager of the channel 12, CBS affiliate, said that construction of the tower is being undertaken by RCA, as general contractor and Dresser-Ideco Co. as sub-contractor. In addition to the tower, KFVS is constructing a new transmitter building at the tower site and a new traveling wave antenna will be installed on top of the tower.

Introducing the newest member of the nationwide staff of Blackburn and Company

Robert M. (Bob) Baird

Bob Baird comes to the Atlanta office of Blackburn & Company after many years with the John E. Pearson Company. He is well known throughout the Southwest, having been in station executive positions.

Meet Bob Baird, as well as Cliff Marshall and Jim Blackburn at the Dallas NAB Regional.

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McLendon files suit, hits contract jumping

Gordon B. McLendon, multiple station owner, lashed out this week against other broadcasters who, he charged, are luring his air personalities away with "fabulous offers" that lead to breaches of contract.

Mr. McLendon also announced that he is filing suit for breach of contract against a disc jockey who left his organization to go to Oregon.

"We regret having to resort to the courts to enforce our personnel contracts," Mr. McLendon said, "but we are tired of being used as a training camp by overly anxious announcers and desperate operators who feel that they might save the day by simply hiring one of our disc jockeys." This procedure, Mr. McLendon asserted, works to the detriment of both his organization and the disc jockeys who jump their contracts; when they fail to produce high ratings, he said, they are fired. Mr. McLendon maintained station owners cannot "possibly hope to sustain" the financial lure promised.

Asks For Damages • The Oregon suit undertaken by the McLendon Corp. has been filed against Art Wanderlich, a disc jockey who is alleged to have jumped his contract to go with KXL Portland and against station owner, Lester M. Smith, and asks for damages in excess of $10,000.

Mr. McLendon said that "we have made the decision that we will go to court from now on to enforce all of our contracts in every instance of contract jumping. We are going to take out not only against the disc jockey but against the station for inducing a breach of contract, and we are going to sue for exemplary damages."

Mr. McLendon disclosed that another suit, against a d.j. who left his organization to join a competitive Texas station, will probably be filed. He has not yet named the parties involved.

The McLendon Corp. owns KLIF Dallas, KILT-AM-FM Houston, KTSA San Antonio, all Texas; KABL Oakland, Calif., WAKY Louisville, Ky., and KEEL Shreveport, La.

'Let's avoid formulas,' Mo. broadcasters told

Radio broadcasters ought to concentrate more on selling their own product and not "cannibalize" each other with selling tactics involving one or another type of formula radio, the Missouri Broadcasters Assn. was told at its fall meeting Oct. 30-31.

Robert H. Teter, vice president-radio, Peters, Griffin, Woodward, claimed that broadcasters have tended too often to "label" their radio formats and square off against each other, instead of selling the values of their individual stations. He urged them to keep total audiences in mind in selling agency buyers. The automobile radio audience, he added, is practically a market in itself.

Other speakers during the two-day meeting at the Muehlebach Hotel in Kansas City included Bruce Barrington, general manager of WEW St. Louis; William T. McKibben, assistant to the vice president, WIL St. Louis, and Gov. James T. Blair of Missouri.

Missouri Broadcasters Assn. adopted a resolution calling for cooperation with the Big Eight Conference on matters involving fees for sports rights to college football broadcasts and suggesting reciprocal agreements among schools and broadcasters. As in Minnesota—and at the local high school level in Missouri—it's felt that fees have been "out of line" for such "promotional events."

MBA members also agreed to revise by-laws calling for a permanent dues structure that would, among other things, permit the employment of a full-time legislative representative in Jefferson City, Mo. Also approved were plans for a news seminar in cooperation with the U. of Missouri's School of Journalism (see DATEBOOK) and succeeding seminars in sales and management fields. MBA hopes to evolve a "continuing educational program" for students in electronic media. Gov. Blair lauded the group for its assistance in helping the state push its promotional (including tourist) activities. For election of new MBA officers, see FATES & FORTUNES, page 95.

AMST board to meet

Board of Direcors of the Assn. of Maximum Service Telecasters will meet tomorrow, Nov. 10, in Washington to take up among other things recommendations of the AMST technical committee for an extensive program of technical studies to add data on the tv allocations situations. AMST's technical committee met in Washington last week on this subject. Those present: Henry Rhea, WFIL-TV Philadelphia, chairman; Joseph Epperson, WEWS (TV) Cincinnati; Phillip B. Laeser, WTMJ-TV Milwaukee; Orrin W. Towner, WHAS-TV Louisville; Carl G. Nopper, WMAR-TV Baltimore; Howard Head and Stephen Kerschner, A. D. Ring & Co., AMST engineering consultants; Ernest W. Jennes, Covington & Burling AMST legal counsel. Lester W. Lindow, AMST executive director, and Arch Madsen, AMST staff, also attended.

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only a carefully sifted schedule combined with your ideas...

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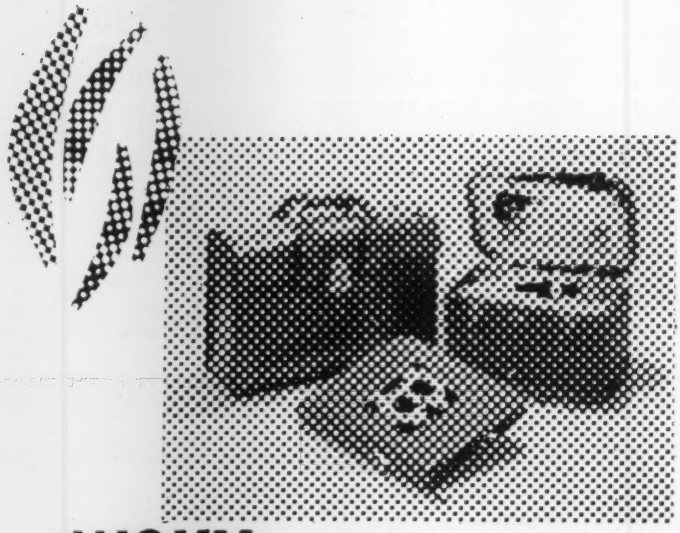

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SHOWMANSHIP
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SALESMANSHIP is ingrained in every air personality and a part of the Bartell station acceptance that puts every campaign in orbit.

SHOWMANSHIP is in the production that arrests, sparks and entertains.

SCHOLARSHIP is inherent in the thought, planning and pre-testing of every unit of sound that is broadcast.

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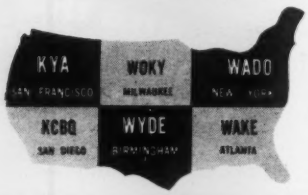


These qualities are contagious! From station level to Group headquarters, to each Adam Young office, you'll find more than receptivity — or even sympathy — you'll get good ideas! (Ask Compton Advertising in New York.)

Fort Worth, Denver next on NAB circuit

A swing to the West starts off the second round of NAB's fall regional conferences beginning tomorrow (Tuesday) with a two-day session at the Texas Hotel in Fort Worth. The week winds up Thursday-Friday with a regional session at the Brown Palace Hotel in Denver.

Besides speeches by NAB's executive staff and other circuit experts, presentations in Fort Worth will include an address to the general assembly at noon Wednesday by Dr. W. H. Irons, president of the Federal Reserve Bank, 11th District, Dallas.

Participating in a radio editorializing panel at the radio session Tuesday afternoon will be George D. Cowan, KGBC Galveston; Dave Morris, KNUZ Houston, and Allan Page, KGWA Enid, Okla. At Wednesday morning's radio session Murray Cox, WFAA Dallas, will make a National Assn. of Tv & Radio Farm Directors presentation and George Armstrong, WHB Kansas City, Mo., will talk on "Programming for Sales."

Addressing the general assembly luncheon Friday at Denver will be Clarence Daane, Denver division advertising manager, Safeway Stores Inc. Thursday afternoon's radio session on editorializing features J.D. Hill, KWHK Hutchinson, Kan.; Rex Howell, KREX Grand Junction, Colo.; Homer K. Peterson, KALL Salt Lake City, and William J. Strothman, KQTE Missoula, Mont. Chuck Muller, KOA Denver, will give the NATRFD talk at Friday's radio session and Robert J. McAndrews, KBIG Los Angeles, will talk on "Programming for Sales." The tv session Friday morning will feature a discussion on community antenna matters.

Crosley to colorcast Redlegs' night games

WLWT (TV) Cincinnati plans to follow its color telecasts of day baseball games last summer (which it claims are the first in the country on a local and regional basis) with colorcasts of the Cincinnati Redlegs' night games next season. The contests will be shown under normal field lighting conditions, which the station feels will open the door to colorcasts of such traditionally nighttime events as basketball and hockey.

Coordinating the announcement of its innovation with the fifth anniversary of color tv, as well as National Color Television month (November), Crosley Broadcasting Co., owner of WLWT, has announced plans for 143 hours of local

and network colorcasting this month.

In a brochure, just released to the trade, Crosley presents results of a survey in Cincinnati which shows that color programs rated twice as high in color tv homes as the same programs in black-and-white homes. This pattern was consistent among all seven programs tested. Before local color programming began there, about 6% of RCA tv set sales were color; today 20% are, the brochure also states.

Crosley tv stations are WLWT; WLWD (TV) Dayton, Ohio; WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta.

WFIL-TV expands local color schedule

WFIL-TV Philadelphia starts telecasting weekly feature films in color Nov. 18.

World's Best Movies (Wed. 11:15 p.m.) will add about two hours to the station's color tv schedule. In October WFIL-TV began colorcasting the RCA Tv newsreel and Bell Telephone's *What's the Weather?* twice each week night. WFIL-TV also colorcasts *Starr Theatre* and breakfast time shows on weekdays.

Among the *World's Best* movies: "Drums Along the Mohawk" with Claudette Colbert and Henry Fonda; "Centennial Summer" with Jeanne Crain and Cornel Wilde; "Inspector General" with Danny Kaye and Walter Slezak; "Dodge City" starring Errol Flynn and Olivia De Havilland, and "The Magic Box" with Robert Donat and Sir Laurence Olivier.

Medical network may start in fall of '60

NBC Radio hopes to have its new medical-service fm network (CLOSED CIRCUIT, Sept. 14) in operation by next fall. Authorities confirmed this objective last week, although they emphasized that it was tentative.

Called Medical Radio System, the new service is designed to deliver news about developments in the medical field direct to doctors' offices via multiplex fm. It will be offered to doctors at a fee of $120 a year, including equipment, and NBC hopes to start with 16 markets, expanded gradually to about 70. Except that the markets in which NBC owns stations presumably would be included, the market list was not disclosed. Stations would be paid to carry the service but authorities said the compensation formula had not been worked out.

Programming • MRS, whose development is headed by Henry T. Sjogren, would be programmed 12 hours a day, five days a week. There would be three quarter-hour "newscasts" a day summarizing latest news and information from medical journals and other sources. These would be repeated often enough so that doctors could be sure of not missing one. In between the programming would be music.

The new service is designed to help solve one of doctors' most pressing problems—keeping up with new developments in their field. NBC officials said studies had indicated that the average physician has only 75 minutes a day to spend reading about his profession. The copy would be prepared under the direction of an editor with medical training.

Overall policy is to be directed by a medical board composed of "distinguished leaders of the profession" and headed by Dr. Chester Scott Keefer. He is president-elect of the American College of Physicians and executive director of Boston U. School of Medicine, Massachusetts Memorial Hospital Medical Center. Other board members will be named before the end of the year, NBC said. The board also will "assure the medical profession that the highest ethical and professional standards will be observed in the development of all aspects of the service."

Existence of MRS was seen as a valuable public service in times of emergency—epidemics, national disaster, medical alerts or other situations in which large numbers of doctors must be contacted quickly. The facilities also will be available to local and area medical associations, public health services, etc., at no extra cost, for broadcasting information of special interest to physicians.

KTBC keeps alert

KTBC, Austin's only 24-hour in-city station, played a vital role in warning the public during a gas pipeline break which posed an explosion threat to the Texas city. Minutes after the first alarm was sounded at 3:20 a.m., KTBC announcer Jack Wallace started broadcasting police requests to keep pilot lights turned out, refrain from lighting matches or turning on electric lights, for fear that a spark would set off an explosion.

By dawn, stations all over the country were calling KTBC. A three man staff was set up to handle the calls and report via beeper phone the lastest developments on the gas leak.

Dr. Fred Crawford, research sociologist at Texas U. made an on-the-spot survey of the most vitally afflicted area immediately after the scare. "It was astonishing," he stated, "how many families depended on radio and more specifically, KTBC." Police cars, it was reported, cruised streets and by loudspeakers urged Austin residents to wake up and listen to the local station.

Broadcasters warned: watch new labor law

Broadcasters were warned last week that there are criminal penalties in the new labor law (S. 1555) which could, under unforeseen circumstances, cause trouble.

The danger signal was given by Charles H. Tower, NAB manager of broadcast personnel and economics. Mr. Tower made his remarks in a speech to the Federal Communications Bar Assn. in Washington Nov. 4.

The section to which Mr. Tower was referring, he said, was that requiring an employer to report expenditures made for the purpose of committing an unfair labor practice. Violation is punishable by fine or imprisonment—the first time, Mr. Tower emphasized, that a criminal sanction had been imposed in labor law. All other labor laws, Mr. Tower stated, are based on administrative remedies.

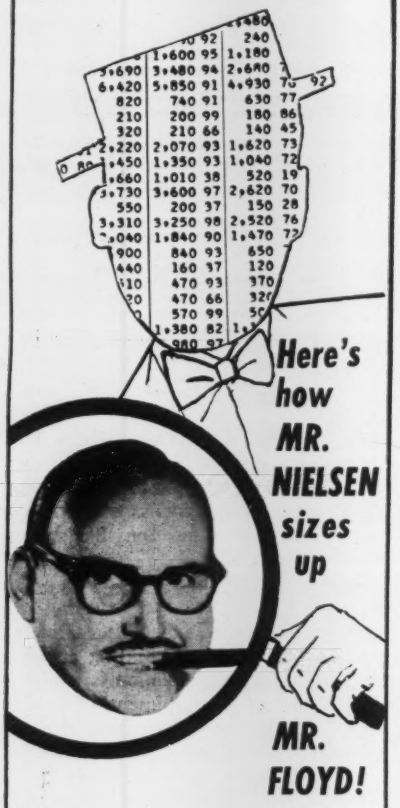
"This section," Mr. Tower said, "raises the possibility of a back-door criminal sanction for unfair labor practices."

Mr. Tower said that he considered the ban on coercive picketing and secondary boycotts as the most significant of the provisions of the new labor laws.

The Labor bills were passed by Congress last summer (BROADCASTING, Sept. 14).

Meanwhile, NAB President Harold E. Fellows announced the membership of the 1959-60 Labor Relations Advisory Committee.

The committee has Ward L. Quaal, WGN-AM-TV Chicago, as chairman, and includes: Richard M. Brown, KPOJ Portland, Ore.; Charles H. Crutchfield, WBTV (TV) Charlotte, N.C.; William C. Fitts Jr., CBS; Richard L. Freund, ABC; Harold Grams, KSD-AM-TV St. Louis, Mo.; William Grant, KOA-AM-TV Denver; B. Lowell Jacobsen, NBC; Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill.; Robert B. Jones Jr., WFBR Baltimore; Edwing C. Kelly, KCRA-AM-TV Sacramento, Calif.; Carl E. Lee, Fetzer Broadcasting Co.; Odin S. Ramsland, KDAL Duluth, Minn.; Calvin J. Smith, KFAC Los Angeles, Calif., and Hulbert Taft Jr., Taft Broadcasting Stations.



103 COUNTIES
221,810 TV HOMES
5-STATE REACH

NCS #3

Here's what Joe Floyd's KELO-LAND hookup means to mass-market advertisers. When your message beams on KELO-TV, Sioux Falls, it flashes simultaneously throughout 73,496 square miles of the Upper Midwest.* You get it all with one buy, one rate card!

*South Dakota, Minnesota, Iowa, Nebraska, North Dakota

THE KELO-LAND HOOKUP CBS ABC NBC

KELO tv SIOUX FALLS; and boosters
KDLO tv Aberdeen-Huron-Watertown
KPLO tv Pierre-Valentine-Chamberlain

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr.;
Larry Bentson, Vice-Pres.
REPRESENTED BY H-R
In Minneapolis by Wayne Evans & Assoc.

FIRST TEST OF NEW SEC. 315

Philadelphia mayoralty aspirant complains WCAU-TV denied him equal time on news show

The first test of the newly revised equal time provisions of the Communications Act hit the FCC six days before Election Day, 1959—and the outcome could spell out the limits of the new law.

The test was originated by Joseph A. Schafer, unsuccessful candidate for the Republican nomination for mayor of Philadelphia. Mr. Schafer, running as an Independent write-in candidate in the general election, complained to the FCC on Oct. 29 that WCAU-TV Philadelphia had refused his request for equal time.

Mr. Schafer claimed that the CBS-owned station refused to put him on *Eye on Philadelphia*, an 11:30-11:55 a.m. Sunday show, although it had three other candidates on this segment on successive days. The program is a community affairs type of format featuring people in the news interviewed by the WCAU-TV news director. It began last April.

CBS, answering for the Philadelphia station, recounted its correspondence with Mr. Schafer, and explained that it considers *Eye on Philadelphia* a regularly-scheduled news broadcast and thus exempt from the provisions of Sec. 315 which apply to candidates. Leon R. Brooks, network attorney, stated that "It is our firm view that the appearance of the three candidates . . . do not constitute 'use' of the broadcasting station within the meaning of Sec. 315 as amended. . . ."

Mr. Brooks also said that Mr. Schafer had implied that his appearance on WCAU-TV was necessary to present his conflicting views on issues of public importance. He recounted that Mr. Schafer's claim was considered by the station's news director and that it was decided that Mr. Schafer's views were not required.

Burden of Proof • The CBS statement also expressed the viewpoint that the burden of proof be placed on Mr. Schafer to establish his newsworthiness or the necessity of his appearance to present "significant conflicting views."

When Congress revised Sec. 315 last September it exempted bona fide newscasts, news interviews, news documentaries and on-the-spot coverage of news events from the requirements of equal time for candidates (BROADCASTING, Sept. 7). There was added, however, a proviso that required broadcasters to "afford reasonable opportunity for the discussions of conflicting views on issues of public importance."

The Sec. 315 revisions came about after the FCC's now notorious Lar Daly decision was issued. This held that the appearance of a candidate, no matter how incidental his presence to a program, constituted use under Sec. 315.

On Nov. 2 the FCC wired Mr. Schafer that "absence of a specific factual allegation on concrete evidence that *Eye on Philadelphia* is not a bona fide news interview, Commission unable to determine at this time that you are entitled to an equal opportunity with the meaning of Sec. 315." It also said:

"Information presently before Commission not sufficient to permit determination whether or not WCAU-TV has afforded reasonable opportunity for discussion of conflicting views on issues of public importance."

TOWER PAINT

Waiver for test asked by WHAS-AM-TV

A question of color decoration has been presented to the FCC—and the answer may involve human lives.

WHAS-AM-TV Louisville last week asked the FCC to waive the requirement that its antenna towers be painted orange and white with each color about 40 ft. in width. Under present FCC regulations, all broadcast towers must be so marked by Jan. 1, 1960.

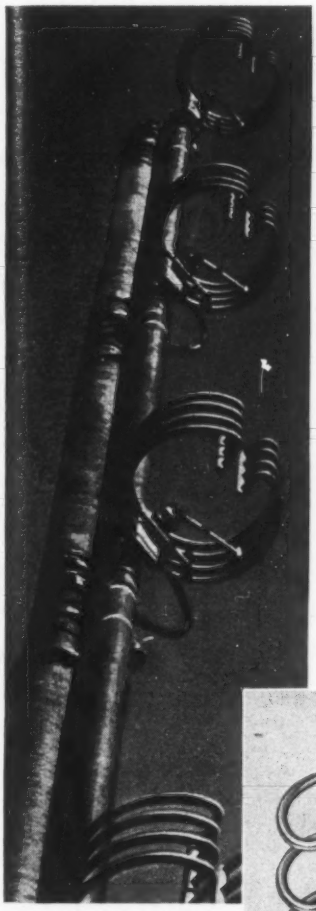
The Louisville station stated that it was working with the Federal Aviation Agency in testing out different color schemes to determine which was best for high visibility to aircraft pilots. It has cooperated in these tests—which include various types of lighting and devices—for the last several years, the Louisville station said. It proposes to paint its tower black and white, it said, because it feels these colors, painted in very wide bands, would present a more highly observed structure than the orange and white bands. The FAA has evidenced an interest in testing this theory, WHAS said, but cannot make a firm commitment until next year.

If WHAS is required to comply with the present regulations, the document stated, it might force WHAS to withdraw its offer to cooperate with the

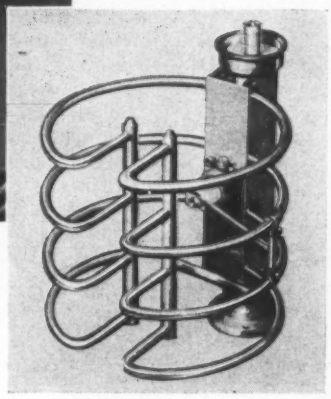
ANOTHER WAY RCA SERVES BROADCASTERS THROUGH ELECTRONICS

New High-Gain Broadband FM ANTENNAS

Ideal for Multiplexing



Above. Four sections of a BFA FM Antenna pole-mounted and interconnected by 3⅛" coaxial transmission line.



Right. Single section of antenna, showing radiator details.

The new BFA series of FM Transmitting Antennas is designed for maintaining the high-fidelity sound normally associated with FM. Its broadband characteristics make it ideal for multiplexing. Featuring simplified design, it consists of four tubular stainless steel radiating rings attached to a supporting frame. The shunt-fed antenna sections are interconnected by 3⅛-inch Universal Transmission Line. Thus, any number of sections can be stacked as shown. Sectionalized construction, low weight, and mechanical simplicity make installation quick and easy.

Reduced "Q" for Broadbanding—Necessary broadband for multiplexing is accomplished by stacking the four rings of a single section to reduce the "Q". A "Q" value of approximately 30 is easily achieved. Higher gains are obtained by discreet spacing of the sections.

Low VSWR—The new antennas will meet a VSWR specification of 1.2/1.0 or better when antenna is top-mounted. If side-mounted, a VSWR of 1.5/1.0 is achieved. Built-in input transformer permits field trimming, to obtain a VSWR of 1.1/1.0 or better.

Excellent Circularity—A horizontal circularity on the order of ±1 db is normally obtained when the antenna is pole-mounted. When the antenna is side-mounted on a supporting tower, the circularity is normally better than ±3 db. In those cases where close-in coverage is desired, this antenna can be supplied with null fill.

Built-in De-icers—These new antennas are available with built-in de-icers which are installed at the factory. Under normal icing conditions the 250 watt heating unit should prove adequate, however, for severe icing conditions, the heater may be supplied with 220 volt AC to increase the heating capacity to 1000 watts for short periods of time. An optional item, Automatic Sleetmelter Control, MI-27369, is available, which will serve to operate the de-icers automatically under conditions necessitating their use.

Flexibility in Mounting—The antennas can be mounted in a variety of ways. Mounting hardware brackets and supports are supplied for both pole and side-mounting.

For complete information on the new BFA series of FM Antennas, call your RCA Broadcast Representative. Or write to RCA, Dept. AB-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.

FAA. The cost of painting its 600-ft. radio tower in Eastwood, Ky., would be about $10,000, the station said; the tv tower adjacent to its studio in Louisville would cost even more, since there undoubtedly would be claims for color spotting of cars parked in an adjacent parking lot.

A number of broadcast stations have cooperated over the last few years with aviation interests in testing different types of painting and lighting to increase the visibility of radio and tv towers. A special working group has drawn up several suggestions, but none has been made official by the FAA or the FCC.

The FCC regulations (Sec. 17.23 and 17.43[a]) require that a broadcast tower be painted aviation orange and white in equal alternating bands, with each band one-seventh the height of the tower but in no case wider than 40 ft. or less than 1½ ft. They also provide that the top and bottom band of the tower be orange.

These rules were issued in 1953, and provided that all towers must be so painted by Jan. 1, 1960.

Prior to the 1953 regulation, towers were required to be painted in orange and white, with the white stripe one-half the width of the orange.

Initial decision would affirm KFDM-TV grant

An FCC hearing examiner has recommended that the 1954 grant of ch. 6 Beaumont, Tex. to Beaumont Broadcasting Co. (KFDM-TV) be affirmed. Hearing Examiner Annie Neal Huntting made the recommendation in a supplemental initial decision issued Oct. 30, which also proposed that the application of the Enterprise Co. (KRIC-AM-FM-*Beaumont Enterprise*) be denied.

The case involves the payment of $55,000 to KTRM Inc. by Beaumont Broadcasting for out-of-pocket expenses in connection with the ch. 6 proceedings. The money was loaned to Beaumont Broadcasting by W. P. Hobby, owner of KPRC-AM-TV Houston-*Houston Post*. Mr. Hobby had held an option to acquire a minority interest in KTRM if it were successful in its application for ch. 6. He received an option for a minority interest in KFDM-TV in exchange for the loan. KTRM received the $55,000 when it withdrew from the ch. 6 hearing.

The supplemental initial decision came after a reopening of the record to determine the itemization of the $55,000. The record was reopened after issuance of a U.S. Court of Appeals order requiring an examination of the payment.

Examiner Huntting ruled against contentions of the Enterprise Co. that the payment should be disallowed and that the amount was more than was actually spent by KTRM. The examiner referred to the 1958 proposal by the FCC to prohibit "pay-offs", but said until this was made final she must abide by existing FCC policy which permits the payment of out-of-pocket expenses to applicants who withdraw.

Network rep report officially released

The FCC last week issued its long-awaited report which forbids networks to represent non-owned affiliates in the spot advertising field (BROADCASTING, Oct. 12).

The report, which had been approved early last month, has been under review by the FCC's general counsel since then.

As issued last week and approved by a majority of the Commission, with Chairman John C. Doerfer concurring and Comrs. Rosel H. Hyde, Robert T. Bartley and T.A.M. Craven absent, the document has not been changed in appreciable degree from the original draft.

In essence it held that networking and spot representation are competitive activities and that because network affiliation is so important in tv, a network could use its power of affiliation to force a station into signing up for spot representation.

The order gives CBS and NBC until Dec. 31, 1961, to divest themselves of their present spot lists. ABC has not been in the representation business since 1952. CBS-TV Spot Sales represents seven independent affiliates; NBC-TV six. It is estimated that the combined spot billings of these 13 stations amounts to $15 million yearly.

Radio representation by networks was not forbidden, the order stated, because radio networks lack the power of persuasion held by tv networks.

Both CBS and NBC have refused to comment publicly on the FCC's order, pending its issuance. Last week CBS-TV iterated its stand that it would fight; NBC-TV said nothing.

Ruling seen this week on claim against MBS

A decision is expected to be handed down this week by U.S. Referee Asa Herzog on the Dominican Republic's claim to recover $750,000 from MBS. Referee Herzog reserved decision last Monday (Nov. 2) after a three-day trial and presentation of evidence in New York (BROADCASTING, Nov. 2 *et seq.*).

Legal confirmation of Mutual's reorganization plan, already verbally approved by filing creditors, is set for Nov. 17. The final obstacle to action on the plan by Referee Herzog is the Dominican claim.

Mutual reported also that since its financial realignment is headed for completion, President Robert F. Hurleigh has accepted invitations to speak before five advertising and sales groups throughout the country within the next few months. Mutual also has scheduled regional meetings with its Pacific coast affiliates for Dec. 7 at the Mark Hopkins Hotel in San Francisco and with midwest affiliates for Dec. 8 at the Palmer House in Chicago.

Two new v's granted, in Texas, W. Virginia

The FCC made two new tv grants last week:

It awarded Beaumont, Tex., ch. 12 to Television Broadcasters Inc., operator of now darkened ch. 31 KBMT (TV) Beaumont, and denied the competing applications by KJET Beaumont and Brown Telecasters Inc., headed by Beaumont businessman E.W. Brown Jr. In making its Beaumont decision the Commission reversed an examiner's recommendation that the vhf channel be given to the Brown company.

The FCC also made effective immediately an initial decision granting the application of WJPB-TV Inc. for ch. 5 Weston, W.Va. This was conditioned that program tests would not be authorized until WJPB-TV Inc. has divested itself of all interest in ch. 35 WJPB-TV Fairmont, W.Va. The Fairmont uhf went off the air in 1955. A competing application for Weston's ch. 5 by Telecasting Inc. was dismissed, since the principals of both applicants have agreed on a merger.

Calif. transaction questioned by FCC

The sale of a Los Angeles fm station and a permit for fm in San Francisco, involving almost $230,000 in the aggregate has caused the FCC to raise its eyebrows. The Commission has ordered a McFarland letter sent to the stations and the buyer which indicates the necessity of a hearing.

The owner of the Los Angeles operating station (KBCA[FM]) and the permit for San Francisco (KBCO[FM]) is Saul R. Levine. Both stations are being sold to International Good Music Inc.; KBCA for $185,000 plus $30,000 in obligations and the permit for KBCO for $14,700.

The FCC said it wants to make sure the high price for the Los Angeles station doesn't contain hidden sums for the San Francisco permit.

'Excessive' spots behind FCC inquiry

The question of possible "excessive" number of spot announcements is understood to be at the root of the FCC's inquiry involving the sale of KCOP (TV) Los Angeles to the Nafi Corp. (BROADCASTING, Aug. 17). Also raised is the alleged contradictory count on spots between the transfer application and information on file with the FCC.

The Commission, in addressing its letter to KCOP, asked that additional information be submitted in 20 days. The FCC's action was announced Oct. 22.

Also at stake is the renewal license of the ch. 13 independent.

KCOP is owned by Kenyon Brown, Harry L. (Bing) Crosby, George L. Coleman, Joseph A. Thomas and Alvin G. Flanagan. Purchase by Nafi Corp. is through payment of 44,000 shares of Nafi stock (quoted last August at $18) plus assumption of obligations.

Mack-Whiteside case

Richard A. Mack, former FCC commissioner, and Thurman A. Whiteside, have asked the U.S. Supreme Court to review a lower court ruling that they must undergo a second trial on charges they attempted to rig the award of Miami ch. 10 to National Airlines.

The first trial, in U.S. District Court in Washington, ended last June in a hung jury. The jury stood 11-1 for conviction. Both men asked for a direct verdict of acquittal. Federal Judge Burnita S. Matthews refused. They then appealed to the Circuit Court, which upheld Judge Matthews. The petition to the Supreme Court is from that latter ruling.

Both men are scheduled to go on trial again in Washington Nov. 12 before District Judge Charles F. McLaughlin.

'Trafficking' charge leveled at WKNB sale

WHCT(TV) Hartford, Conn., has filed a protest against the FCC's approval last September of the $750,000 sale of NBC's WKNB-WNBC(TV) New Britain, Conn., to Connecticut Television Inc. (BROADCASTING, Sept. 28).

The ch. 18 Hartford station charged that Connecticut Television's immediate resale of WKNB to Beacon Broadcasting Co. implied trafficking in licenses.

It also claimed that there was a tie in between Connecticut Television and Springfield Television Inc. (WWLP[TV] Springfield-WRLP[TV] Greenfield, both Mass.) and that there was an overlap between WNBC and WWLP.

Both NBC and Connecticut Tv Inc. denied the charges. They asked the FCC to dismiss the protest on the ground that WHCT had no standing and had failed to specify the charges with particularity. They denied there had been any trafficking or excessive profits, since not only did NBC know WKNB would be resold, but the information was in all papers filed at the FCC.

NBC revealed that it had been offered as high as $300,000 for the New Britain radio station. The am outlet was resold by Connecticut Tv to Beacon Broadcasting Co. for $255,000. Both NBC and Connecticut Tv countered the argument that there was a tie-in between Connecticut Tv and Springfield Tv by emphasizing that Springfield could not exercise its option (which it does not yet hold officially) without FCC permission.

This tie in, WHCT charged, is due to Springfield's original one-third interest in Connecticut Television. Because of the overlap, WHCT said, Springfield dropped its third interest, but retained an option to recapture it. When the FCC approved the WKNB-WNBC sale, it stated that this option could not be exercised without FCC

Advertisement

Second Annual Petry Promotion Seminar Held in Philadelphia

Talks included trade press advertising and promotion, merchandising, research and department store advertising.

STANDING—Tom Sumner, WNEM-TV, Flint; Dave Murray, WTVD, Durham-Raleigh; Holt Gewinner, WSB-AM-TV, Atlanta; Hal Biard, KCOP, Los Angeles; Gordon Hellmann, Transcontinent Television; Louise Tillie, WNEP-TV, Scranton; Galen Lillethorup, KMTV, Omaha; Amos Eastridge, KMTV; George Sperry, WNEP-TV; Bill Steese, Prom. Dir. Radio, Edward Petry & Co., Inc.; Dave Marcum, WHTN-TV, Huntington; Fred Griffiths, WJAR, Providence; Parker Jackson, KFMB-AM-TV, San Diego; Bill Mathews, Research Mgr. Radio, Edward Petry & Co., Inc.; Henry Hines, WBAL-TV Baltimore; Roger Cooper, V.P. ARB; Charlie Cash, WSM-TV, Nashville.
AT TABLE—Kirt Harriss, KPRC-TV, Houston; Dody Sinclair, General Mgr. WJAR-AM-TV, Providence; George Johannessen, Research Mgr. TV, Edward Petry & Co., Inc.; Bob Hutton, Promotion Director, Edward Petry & Co., Inc.; Ann MacDonald, WIP, Phila.; Marie Christie, WIP.
ALSO ATTENDING WERE—Montez Tjaden, KWTV, Oklahoma City; Art Barnes, WISN-TV, Milwaukee; Walt Smith, WROC-TV, Rochester; Jim Evans, WTAR, Norfolk; Doug Duperrault, WTAR; Charlie Hutaff, WGR-TV, Buffalo; Bill Davey, KSTP-TV, Minneapolis-St. Paul; Jack Carter, Edward Petry & Co., Inc.

Edward Petry & Co., Inc.

The Original Station Representative

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approval. WHCT also claimed that there is an understanding between Connecticut Television and Springfield Television to jointly apply for a vhf station if such an outlet becomes available in the Connecticut River Valley. This indicates the closeness between them, WHCT said.

Connecticut Television is owned by Plains Tv Corp., licensee of WICS(TV) Springfield, Ill., and parent company of WCHU (TV) Champaign, Ill. Plains is half owned by H.&E. Balaban and half-owned by Transcontinental Properties Inc. The Balaban group have interests in tv stations in Rockford, Birmingham, Grand Rapids and radio interests in St. Louis, Dallas and Milwaukee. Transcontinental owns a Duluth tv station.

Fulton Lewis' appeal denied in libel case

A request by radio commentator Fulton Lewis Jr. to have a second trial in the libel suit against him by Pearl A. Wanamaker, former Washington state superintendent of schools, take place in Baltimore was turned down last week by federal district Judge Burnita S. Matthews in Washington, D.C.

Mr. Lewis' attorneys had asked for the change of trial on the grounds that extensive publicity in Washington precluded a fair and impartial jury. Earlier this year Mrs. Wanamaker won a $145,000 verdict against Mr. Lewis, MBS and WWDC Washington. Mrs. Wanamaker claimed Mr. Lewis libeled her in a 1956 radio broadcaster. Judge George L. Hart Jr. granted a new trial on the ground that the verdict was excessive (BROADCASTING, May 11).

Mrs. Wanamaker had filed 17 suits throughout the United States as a result of the 1956 broadcast. She was awarded damages in two of these suits, one resulted in a hung jury and the fourth resulted in a verdict for the defendants. In his broadcast Mr. Lewis stated that a brother of Mrs. Wanamaker had renounced his American citizenship and fled behind the Iron Curtain. Three days later he apologized publicly over the air for his "horrifying mistake."

Simplex order stayed

FCC on its own stayed the effectiveness of an order forbidding fm stations to continue functional music broadcasts on a simplex basis. In an announcement Oct. 29, the Commission said it would have to study the implications of a Supreme Court refusal last month to review a lower court ruling that the FCC's multiplex regulation was in error. Stations affected, all fm; KUTE Glendale, KDFC San Francisco, KMLA and KRKD, Los Angeles, Calif.; WDDS Syracuse and WBFM New York, N.Y.; WLDM Detroit, Mich.; WWDC Washington, D.C.; WKJF Pittsburgh, Pa.; WCFM St. Louis, Mo.; WMIT Charlotte, N.C.; WEAW Evanston, Ill.; WNAV Annapolis, Md. and WMMW Meriden, Conn.

'Private Secretary' has tax problems

Television's "private secretary" is fighting a tax rap. Ann Sothern, television actress and star of the *Private Secretary* series, has filed an appeal in the U.S. Tax Court against a government claim that she owes over $700,000 in back taxes for the three years 1953-1956.

The Internal Revenue Service claims that Miss Sothern's income from the tv series should be taxed as ordinary income. Miss Sothern claims that the 25% interest she had in the program should be taxed at the lower capital gain level. IRS also claims that Miss Sothern should have paid an income tax on the proceeds Vincent Productions received from the sale of the program in 1955 to Television Programs of America Inc. Vincent Productions is owned by Miss Sothern.

Also involved is Miss Sothern's deductions for operating a cattle farm with 500 head of breeding cows. She bought the herd four years ago for $50,000.

Hung jury dismissed in FCC perjury case

A federal jury, trying Vincent J. Marcello of New Orleans on the charge he lied to the FCC, failed to agree on a verdict last week and was discharged.

U.S. District Judge Charles F. McLaughlin ordered the jury dismissed after the foreman informed him that the jury was unable to agree. Mr. Marcello was charged with giving the FCC false information in 1957 when he applied for a two-way radio system for the Jefferson Music Co., a pinball and jukebox company in the New Orleans area. He was indicted by a grand jury in August. In his FCC application, Mr. Marcello claimed he was the sole owner of the company.

The government contended that Mr. Marcello's brother, Carlos, actually is a half owner and that Carlos is an alien. Aliens are not allowed to hold radio licenses. Carlos, an ex-convict, was ordered deported in 1953 but this order was held up during various legal proceedings. He was involved in testimony several months ago before the Senate Rackets Committee at which time charges were aired that Jefferson's radio permit was used for illegal gambling purposes.

Asst. U.S. Attorney James T. Dowd said that the government would ask for a new trial. Justice has asked the FCC to withhold any action on Mr. Marcello's license pending outcome of the criminal case.

• Government briefs

Wants uhf drop-in • Usually requests for tv drop-ins refer to vhf channels, but last week the FCC received a drop-in request referring to a uhf channel. Blythe Telecasting Co., Blythe, Calif., asked the Commission to move ch. 25 from Brawley, Calif., to Blythe. The company, headed by James E. Peaden, said the if the uhf frequency is moved to Blythe, an application would be filed for it. Ch. 25 was previously allocated to Brawley, but ch. 16 was substituted there some time ago.

FCC expanding into third building • FCC, which is outgrowing its Post Office Bldg. (13th & E St., N.W.) space in Washington, has made arrangements to expand into a third building. Come December, all hearing examiners except Chief Hearing Examiner James B. Cunningham, will be moved to old Federation Bldg., 9th St. & Mt. Vernon Place, N.W. It is also planned to have two hearing rooms there. FCC has been promised 11,000 sq. ft. by Government Services Administration in this six story building. The Field Engineering & Monitoring Bureau is already established at 718 Jackson Place, N.W. The Commission has funds to hire about 50 extra people, including two additional hearing examiners.

Educators want vhf in Corpus Christi

A drive to reserve a vhf channel, which the FCC proposed to allocate to Corpus Christi, Tex., for educational purposes was apparent at the commission, when comments were filed on a notice to assign ch. 3 to Corpus Christi. Favoring reservations was a series of communications beginning with Texas Gov. Price Daniels and including Bishop Adolph Marx, auxiliary bishop of the Catholic diocese of Corpus Christi, Ernest H. Poteet, president, Texas College of Arts & Industries; W. A. Miller, president of the U. of Corpus Christi, and the Southwestern Area Educational Tv Council.

Favoring the move of ch. 3 to Corpus Christi for commercial use was ABC. Opposing the move was ch. 6 KRIS-TV, Corpus Christi, which suggested that if ch. 3 is moved into the area, it be reserved for educational use. The FCC issued its proposed rule-making notice to move ch. 3 into Corpus Christi Sept. 10.

ANNOUNCING

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Some of the issues forthcoming: "Are audiences out-sophisticating the sponsors?" "TV programming—prospects and problems." "The station image factor." "What's new in nose-counting?" "How many commercials make too many?"

Some of those who will discuss the issues: TERRY CLYNE, DAVID LEVY, BOB AND RAY, FRANK MINEHAN, DICK SALANT, GILBERT SELDES, AL SINDLINGER, KEVIN SWEENEY.

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Please register me for the 1959-1960 Time Buying and Selling Seminar.

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RADIO, ASCAP REACHING AGREEMENT

Reported terms would retain economy feature of stalled pact

Tentative oral agreement was unofficially reported reached last week on most major issues standing in the way of a new contract for the use of ASCAP music by radio stations (CLOSED CIRCUIT, Nov. 2).

Three lesser questions were said to remain unresolved. But both sides reportedly agreed to let these be decided by the U.S. District Court in New York, under whose auspices the negotiations were first resumed after private stalemate almost a year ago.

Legal counsel for the All-Industry Radio Music License Committee declined to discuss the reported agreement, and ASCAP counsel would not go into details beyond saying that it was "a good meeting" at which, except for some matters, to be left to the court, agreement seems to have been reached. But it was learned that the tentative agreement modified ASCAP's earlier insistence that talent costs be counted as part of the revenues on which stations compute their payments to ASCAP.

The agreement, it was indicated, will not materially affect the approximately $800,000 saving—about 9% less than radio paid to ASCAP in 1957—which broadcasters contemplated under the "agreement" that was "reached" several months ago but which later came unstuck.

Scale By Volume • The new agreement on this score reportedly sets up a scale, based on each station's volume of business, and permits talent charges for announcers and deejays in excess of this scale to be deducted from the revenues on which ASCAP fees are based. Such deductions may not be made, however, unless the performer works exclusively on the air; for instance, payments to a general manager who also does on-air work may not be deducted.

The scale tentatively agreed upon varies according to a station's net receipts. A station in the up-to-$50,000 class would be allowed to deduct applicable talent charges exceeding $150 a week. With net receipts between $50,000 and $150,000, the figure is $375. Others:

$150,000 to $300,000, $500 a week.
$300,000 to $500,000, $675 a week.
$500,000 to $750,000, $750 a week.
$750,000 to $1 million, $875 a week.
Over $1 million, $1,000 a week.

The talent-deduction formula was understood to be the major issue outstanding when the negotiators started last week's session.

Unsettled Points • Others, still unresolved and slated to be left to the court for decision, were reported to include (1) ASCAP's claim that newspaper-owned stations must include in their fee-base a "reasonable" amount for any announcements broadcast for the newspaper; (2) ASCAP's insistence that, in the court's discretion, charges of contract violation become a matter of court jurisdiction, which would mean going to New York to defend against any such charges; (3) a formula for applying the standard 15% advertising agency deduction in the case of revenues from participating announcements.

The new contract embodying all areas of agreement is being drafted by Emanuel Dannett, counsel to the all-industry committee, and Herman Finkelstein, ASCAP counsel. When completed and approved by those groups and by the court it will be submitted to stations and become effective, retroactive to last Jan. 1, when the old ASCAP contracts expired. In the meantime stations continue to use ASCAP music on the understanding that payments since Jan. 1 will be adjusted to conform to the new contract.

Robert T. Mason, WMRN Marion, Ohio, heads the all-industry committee.

AFM HITS FOREIGN TV MUSIC

Boycotts 20 tv series so far in reprisal

The American Federation of Musicians is echoing an old refrain: a boycott by musicians' locals throughout the country against sponsors and producers of tv films using foreign and domestic canned music to the exclusion of American instrumental musicians.

President Herman D. Kenin last week urged musicians to enlist central labor bodies, other unions and music lovers generally in a nationwide demand upon sponsors to correct what he described as "paste pot-and-shears" substitution of foreign and domestic-made tape music for the services of American musicians.

"We can hope that Senate Resolution 126 in which Sen. Wayne Morse seeks a Congressional inquiry into what he vigorously asserts is 'a species of fraud being perpetrated upon the American public by many producers of filmed entertainment,' will bring eventual relief," Mr. Kenin said. "But, meanwhile, the musician must help himself by every legitimate means at his disposal."

In Hollywood, John Tranchitella, president of AFM's Hollywood Local 41, last week charged the boycott "has been forced upon us by the growing practice of dubbing in music made abroad or cut rates and then using it on so-called American-made television shows to sell American products to the American public. As a result, more and more American musicians are losing employment which is rightfully theirs."

Mr. Tranchitella said that efforts will be made to enlist the support of the L.A. County Federation of Labor, individual unions and other organizations and consumer groups in boycotting the sponsors and producers of a list of 20 tv series described as "the first to be named in the boycott."

The boycotted programs are: *The Betty Hutton Show*, sponsored by General Foods on CBS-TV and produced by Hutton Productions; *Wichita Town*, Procter & Gamble, NBC-TV, Mirisch-McRea Productions; *Lassie*, Campbell Soup, CBS-TV, Jack Wrather Organization; *Death Valley Days*, U.S. Borax, Spot Tv, Filmaster Productions.

Also seven Ziv-Tv produced programs: *Bat Masterson*, Sealtest, NBC-TV; *Men Into Space*, Longines-Wittnauer, National Carbon and American Tobacco, CBS-TV; *The Man and the Challenge*, Chemstrand and R.J. Reynolds, NBC-TV, and four syndicated series: *The Lockup*, *Seahunt*, *This Man Dawson* and *Tombstone Territory*.

Nine programs produced by Four Star Television: *The DuPont Show*, DuPont, CBS-TV; *The Rifleman*, Procter & Gamble, Ralston, Miles Labs, ABC-TV; *Richard Diamond*, Block Drug and Pharma-craft, NBC-TV; Robert Taylor's *Detectives*, ABC-TV; *Johnny Ringo*, S.C. Johnson & Son, Lorillard, CBS-TV; *Zane Grey Theatre*, S.C. Johnson, General Foods, CBS-TV; *Black Saddle*, Liggett & Myers, Alberto-Culver, ABC-TV; *Tales of the Plainsmen*, Ansco, Sunshine, Renault, NBC-TV; *Wanted—Dead or Alive*, Brown & Williamson, Kimberly-Clarke, CBS-TV.

Decries Dubbings • Decrying the dubbing of foreign musical soundtracks

onto American tv programs as "A real menace to the perpetuity of the music profession in America," Mr. Tranchitella concluded: "One of the bitterest aspects of the entire situation is that among those advertisers are some of the largest and wealthiest businesses in America, whose advertising budgets amount to millions of dollars annually. Live music for their tv shows would be the smallest item of cost, yet in order to save a few dollars on each show they go to cheap foreign-made music. This small savings to the sponsors deprives American musicians of thousands of extra hours of gainful and badly needed employment."

Producers air gripes to agency group meet

Independent film producers have a bevy of gripes in normal working relationships with agency producers. That was apparent at a Chicago agency broadcast producers' workshop dinner meeting on Oct. 19.

Airing their gripes and views before agency members were Earle Klein, president-producer, Animation Inc., Hollywood; Fred A. Niles, head of the Chicago-based production firm bearing his name, and Lee Blair, executive vice president of Film Producers Assn. of New York and president of Tv & Film Graphics Inc., that city.

Mr. Klein warned agency producers not to "stand over our shoulders looking for technical flaws in our product" and told them they had lost sight of the primary purposes of the commercial, while searching for "petty technical errors." He claimed that "there is an over-emphasis on technical aspects of film-making to the detriment of the sales message. The agency should provide the broad outline and give the producer of the commercial freedom to operate." An "unreasonable" number of changes to correct minor or suspected deficiencies "can bring production costs out of all reasonable bounds," he asserted.

Buyer Types Cited • Mr. Niles emphasized that it takes a good buyer to make a top-notch commercial. He characterized buyers in various categories: "The man who does not have the authorization to make changes to fit the shooting", the "chisler," the "disorganized buyer," the "let's shoot it again" type, the "alibi buyer" and the "payoff" breed.

Among other bid-buying habits that pose problems for producers are insufficient time to bid a complex job and receiving bids when the bidder has already farmed out the job to another producer, Mr. Niles reported.

Mr. Blair said he's most disturbed by the "basic unpreparedness" shown by many agencies when submitting bids for commercials to film companies. Preparing a script and story-board, he added, is "not enough" and agencies should submit more definitive presentations. He called for more "inventive and daring" creativity among agencies.

'Desilu Playhouse' budget is halved

Westinghouse Electric Corp. has nearly halved its budget for *Desilu Playhouse* (CBS-TV, Fri. 9-10 p.m. EST), dropping back from weekly to alternate-week sponsorship, effective January. The decision reflects a hard look at the budget in view of Westinghouse's sponsorship next year of political convention-election package on CBS-TV.

Cutback should save Westinghouse about $4 million, but with election package added, advertiser still is spending some $2 million more than last year.

Spokesman for McCann-Erickson, Westinghouse's agency, said 19-show cut was based on "good but not great" evaluation of program. CBS-TV is filling alternate weeks with special programming.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Nov. 9-13, 16-18 (6:30-7 a.m.) **Continental Classroom.**

Nov. 9-13, 16-18 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Nov. 9, 16 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N. W. Ayer & Son.

Nov. 10, 17 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennon & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Nov. 10, 17 (9:30-10:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Nov. 11, 18 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Nov. 11, 18 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Nov. 12 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Nov. 13 (8:30-10 p.m.) **Art Carney Show,** AC Spark Plug, Div. of General Motors through D. P. Brother and United Motors Service Div. of G.M. through Campbell-Ewald.

Nov. 13 (10-11 p.m.) **Music From Shubert Alley,** Sinclair Refining Co. through Geyer Morey Madden & Ballard.

Nov. 14 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Nov. 14 (10:30-11 a.m.) **Ruff and Reddy Show,** Mars through Knox-Reeves and Borden through Benton & Bowles.

Nov. 14 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

Nov. 15 (7:30-9 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

Nov. 15 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

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One Station–
WCKY
Does The Job of Two
24 Hours a Day

DAYTIME
NUMBER ONE IN METROPOLITAN AUDIENCE*
Mon.-Fri.—6:00 AM-6:00 PM
Average 4.7 rating

NITETIME
THE LARGEST NIGHTLY AUDIENCE OF ANY STATION IN THE NATION OUTSIDE OF 3 N. Y. CITY STATIONS.**
476,150 Homes Nightly
CPM—8.4c

*April-May '59 Nielsen
**NCS #2

BIG WCKY 1530
50,000 WATTS
Cincinnati, Ohio

Radio-tv unions wage jurisdictional battle

A jurisdictional battle was shaping up last week among three unions serving radio, television and tv film directors.

The aggrieved union is the Screen Directors International Guild, which claims to represent more than 350 directors employed at film studios in the East on production of tv film commercials and programs, industrial and feature films. SDIG is protesting a merger of two other unions in the field—the Screen Directors Guild of America and the Radio and Television Directors Guild—because SDIG is being "excluded from the consolidation." A referendum now is being carried on by memberships of SDGA, covering employes in film activities on the West Coast, and RTDG, covering employes in radio and live and taped television at networks, stations and independent producers.

SDIG, in an open letter last week, charged the proposed merger "would not create a truly national guild." The union claimed that last May, SDGA had agreed to consolidate with SDIG and "final agreement was only a matter of formalities and small details."

SDIG said it was "shocked" to learn in July that the boards of SDGA and RTDG had agreed on terms for any amalgamation "without any reference to the SDIG position or jurisdiction and without our participation in the discussions leading up to this agreement."

SDGA asserted that if the merger is approved, it will "mean dual unionism, it will mean chaos." It called upon members of the SDGA to urge its board of directors to hold a meeting with representatives of SDIG to help plan "a truly national" organization.

• Program notes

Topic of the week • WMCA New York has initiated an editorial policy of airing four-minute editorials on the same subject for a full week to assure maximum exposure. Nathan Straus, board chairman of WMCA and pioneer in editorial broadcasting, is heard twice daily at rotating times every day except Sunday, when the time has been fixed to follow the 10:30 p.m. news program. In addition WMCA uses spot announcements, newscasts and other station promotions to back up each week's editorial stand.

'Coronado 9' sales • MCA-TV announces the sale of its new mystery adventure series, *Coronado 9*, in 90 markets, paced by the regional purchase of the series by Falstaff Brewing Co., St. Louis, in 67 markets across the country. Falstaff's agency is Dancer-Fitzgerald-Sample, St. Louis.

Third year 'Sea Hunt' • Ziv Television Programs reports that production will start in January on the third year of its *Sea Hunt* series, which in its 20 months of syndication has been sold in a total

Wanted: award winning shows with high ratings

"It doesn't do any good to win awards and get a less-than-10 rating. What we want is awards—and a one-third share of audience."

That's how Harris Katleman, vp of Goodson-Todman Productions and head of their west coast office, sums up his company's philosophy. Based on the G-T track record it seems to work out very well. They've never put a show on the air that didn't last at least a year and some of their products — *What's My Line, I've Got A Secret, Beat The Clock*—seem to have been around as long as television.

The company's filmed program operations, which this year are represented on the air with two new series, *The Rebel* and *Philip Marlowe*, both on ABC-TV, has eight programs in the works for next year, Mr. Katleman said. "I'm hoping we'll get all eight on the air." he said, "but to be realistic I'd guess we'll make it with maybe four or five."

One that he's most enthusiastic about is an anthology of westerns, originals to be written by members of the Western Writers of America. To become a WWA member, Mr. Katleman noted, one must pay an initiation fee of $12, but a further requirement is that the applicant has had published three western novels or 200 magazine stories, or has had 30 dramas on the air. There are only 250 members.

Another projected G-T film program is *Heave Ho, Harrigan*, a comedy series which will star Myron McCormick of *South Pacific* as the Navy's oldest living seaman. "The pilot was shot in June at MGM, but the network evening time was virtually filled up by then, so we decided not to show it until some sponsor or agency comes around looking for a replacement, perhaps around the end of the year. If we let them see it now it would be old stuff by then. This way, it will be a new property which they can see when they're ready to buy."

Goodson-Todman has two more situation comedy series in preparation, Mr. Katleman said. One is *Her Honor, the Mayor*, the story of how a woman with four children and a brilliant husband, "a successful lawyer, not a dope," tries to fulfill her responsibilities as a wife and mother while taking on a new set of responsibilities following her surprise election as mayor. John Michael Hayes, successful screen writer (*Rear Window, But Not For Me*), wrote the pilot and will supply the story line and script supervision for the full series. The other is a series created by Rod Alexander, author of the broadway hit *Time Out For Ginger*, which Mr. Katleman declined to say more about at this time.

Adventure • There are also a couple of adventure-action series on the G-T future list, one dealing with two brothers who get in and out of trouble in a Hollywood locale, the other a straight adventures series, he said, and two more programs which he is not ready to talk about.

The pilot film of a new series costs Goodson - Todman $10,000-$70,000 on the average, Mr. Katleman said. He pointed out that they won't shoot a pilot until they have at least three and preferably five scripts completed, to give them the chance of selecting the best one for the pilot; that they take five days to make it—a full day of rehearsal and four of shooting.

The remainder of the series is scheduled at four days an episode—one of rehearsal, three of shooting—filmed in bunches of five, at an average cost of $40,000 or perhaps a little more than that. He pointed out that both *The Rebel* and *Philip Marlowe* use live music accompaniment (*The Rebel* is the only western with live music), which adds about $2,000 a week to their cost.

Mr. Katleman, who left MCA five years ago to open a one-man office for Goodson-Todman on the coast and now heads a staff of 25, is enthusiastic about tv films, but he said they will never replace live programming at G-T. "We'll always maintain a live-film balance," he said. "It's good business. If any agency wants a live program for this client, a filmed series for that one, he can get them both from us."

of 203 markets. A special report on the program, issued by Ziv Tv's research division, covers ratings achieved by *Sea Hunt* and share-of-audience statistics.

Lance productions • "The Head That Wouldn't Die," a mystery feature movie has been filmed at Lance Productions' studios in New York. Three other movies were filmed by Lance this year plus scenes from the David Niven-Mitzi Gaynor film "Anniversary Waltz."

Crash coverage • The Civil Aeronautics Board has asked WJZ-TV Baltimore for a complete print of the station's coverage of the Oct. 31 plane crash in Virginia for CAB's investigation into the accident. WJZ-TV says it shot the only film of the actual rescue of a sole survivor. Jack Marsh, WJZ-TV cameraman, boarded an Army helicopter with para-medics and CAB officials to obtain the newsfilm.

'Naked City' grows • ABC-TV will finance a pilot film of a new hour-long version of *Naked City*, which was carried on that network last season as a half-hour program. Production will begin in New York within the next few weeks.

Magoo's check-up • The American Cancer Society has named UPA Pictures Inc., Burbank, Calif., to produce *Magoo's Check-Up* for its 1960 Cancer Crusade. The cartoon, with voice by Jim Backus, is designed to alert men to cancer's danger signals. It will be telecast and shown to theatres, schools and service clubs.

Russia on WBTV (TV) • A Soviet-produced film of highlights of a visit of nine U.S. governors to Russia was telecast Nov. 1 by WBTV (TV) Charlotte. A Russian sound track, translated into English, accompanied the 30-minute show. In the picture the governors toured farms, factories and housing developments in the U.S.S.R.

Boarder for WJW • General Pictures Corp., Cleveland, has moved into the studios of WJW-TV on Pleasant Valley Rd., there.

Cartoons and features • Jayark Films Corp., New York, names the following new markets for its cartoon series *Bozo the Clown:* WROC-TV Rochester, N.Y., WCPO-TV Cincinnati, WSM-TV Nashville, WHYN-TV Springfield, Mass., KKTV (TV) Colorado Springs, Colo., WQIZ-TV Duluth, Minn., WMCT (TV) Memphis, KIMA-TV Yakima, Wash., WTVR (TV) Richmond, Va., and WSAU-TV Wausau, Wis. Purchasers of Jayark's feature film package of post-'50s include: KXGN-TV Glendive, Mont., WHCT (TV) Hartford, KTUL-TV Tulsa, WAGA-TV Atlanta, KFYR-TV Bismarck, N.D., WESH-TV Daytona Beach, Fla., WKY-TV Oklahoma City, KGMB-TV Honolulu, CKLW-TV Windsor-Detroit, WCPO-TV Cincinnati, WSBT-TV South Bend, WHEN-TV Syracuse, WHP-TV Harrisburg, Pa., WRCA-TV New York, WJRT (TV) Flint, Mich., WWL-TV New Orleans (split package with WVUE [TV] that city).

All or nothing

A desire for togetherness by visiting Soviet composers Dmitri Shostakovich and Dmitri Kabalevsky prompted cancellation of their scheduled appearance on the CBS television show *Face The Nation* yesterday (Nov. 8). Producer Michael J. Marlow announced Nov. 4 that the decision to cancel the Russians was made because of a Soviet demand that three other composers and a critic accompanying them on their U.S. tour also be included on the program. "It would have turned the program into a completely unwieldy half hour," Mr. Marlow said. "The 30 minutes allotted does not lend itself to a mass interview." Mr. Marlow disclosed that both composers have personally told him they would appear on the Sunday program, but a State Dept. representative told him last week that they had changed their minds.

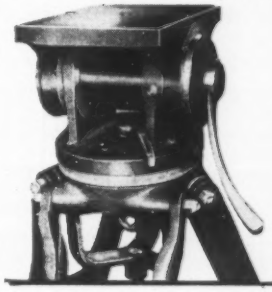
Paramount-Tandem to produce tv pilots

An exclusive contract has been signed between Tandem Productions Inc., Los Angeles, and Paramount Pictures Television providing for the production of pilots for six tv film series. Two series have titles—*Henry T.* and *Meet Me At Danny's*—and are slated for completion by March 1.

Tandem is a new film company formed by Bud Yorkin and Norman Lear, a tv producer-writer-director team. In addition to the film series, Tandem will develop tv "spectaculars" and theatrical films, operating on the Marathon lot.

The new contract follows other Paramount Pictures moves in tv, namely new programming development under George Gruskin, formerly with William Morris, and tv tape activity with stepped-up syndication next year (BROADCASTING, Nov. 2).

CECO microwave relays conquer space barriers



Whether it's a fixed station or a mobile unit, CECO microwave equipment surmounts the communication barrier. Because CECO equipment is built to a quality that is actually higher than the official standards. For dependable pickup and relay under adverse climatic conditions, you're wise to play safe with CECO.

Micro Wave Relay Beam Reflector Head
Perfect for parabolas up to 6-ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth. Environmental treated for extreme weather conditions.
$285.00 Relay Tilt Head Only

ALL METAL TRIPOD
Has cast top flange and upper leg portion made of one piece aluminum alloy castings. Legs slide easily and have tie-rods to center for automatic leveling. Accepts Balanced TV Head, Micro Wave Relay Beam Reflector Head (illus.) and other similar professional tripod heads. **$260.00** Metal Tripod only.

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CAMERA EQUIPMENT CO., INC.
Dept. B | West 43rd St., New York 36, N. Y. JUdson 6-1420

PAY TV IN WEST
California Commission surveys its problems

The State of California Public Utilities Commission currently has no regulatory power over closed circuit pay tv systems feeding programs to subscribers by wire, William Bennett, chief counsel of the commission, stated Nov. 4. He spoke during a hearing held in Los Angeles by an interim committee of the State Assembly on Public Utilities and Corporations appointed to investigate pay tv and report to the legislature not later than the fifth day of its regular 1961 session.

However, Mr. Bennett said, the state legislature can enact a statute giving regulation over closed circuit pay tv to the Public Utilities Commission, provided the system operates only within the boundaries of the state and does not use the air waves for program transmission.

Chester I. Lappen, vice president of the International Telemeter Division of Paramount Pictures, asked the legislators not to take any action now that might hinder the growth of pay tv but to let it develop as a new entertainment medium in an atmosphere of free competition, with the public free to decide whether or not it wants to buy the programming that pay tv has to offer. Mrs. Fred S. Teasley, radio-tv chairman of the California Federation of Women's Clubs, voiced opposition to pay tv in any form on the grounds that it would work a hardship on the underprivileged citizens of the state by depriving them of the entertainment they now get free.

No Risks Taken • William J. McLean, general supervisor of taxes, Pacific Telephone & Telegraph Co., said that PT&T could provide transmission channels for wired pay tv as it has provided them for education, business and theatre television, provided pay tv is of public interest and that the company asking for the service is financially responsible. PT&T will not make large risk investments he said. PT&T can provide facilities to get pay tv programs from their source to the homes of subscribers, with the rates charged for this transmission service subject to the approval of the State Public Utilities Commission. PT&T would have nothing to do with the program charges made by the pay tv operators to the public, he said.

Manley Edwards, telephone and telegraph engineer of the California Public Utilities Commission, said that if PT&T were to file rates for a pay tv service, the Commission would look very carefully into the costs involved and the financial responsibility of the operator of the pay tv system, to insure that the costs of the phone company's pay tv facilities do not get added to the bills of telephone subscribers throughout the state.

During last week's stay in Los Angeles, Committee members visited the plants of Telemeter and Angel Toll Vision.

Movie writers' strike may come this month

The screen executive board of Writers Guild of America has been authorized to call a strike against Hollywood major motion picture producers at any time after Nov. 17, when current contracts expire.

Action was taken Nov. 3 when nearly 500 WGA members attended an evening meeting, the largest in the Guild's 11-year history. By an overwhelming majority, the meeting gave the board the right to strike any major studio which has not agreed to the union terms for contract.

These terms have already been accepted by five major motion picture companies of the 56 such organizations against which WGA is already out on strike (BROADCASTING, Nov. 2).

Chief point of the new pact is an agreement by the five producers that writers—and other motion picture guild members — are entitled to payments when post-'48 theatrical pictures for which they worked are sold to tv. The new five-year contract called for 4% of gross reciepts from such sales, after deduction of stipulated distribution fees to be paid to writers. The same percentage will apply to theatrical pictures sold to pay tv after they have been shown in theatres for at least two years. These terms are to go into effect, however, only after an overall industry pattern has been achieved.

The five companies which have signed new contracts with WGA are: Mirisch Co., Harold Hecht Productions, Stanley Kramer Pictures, Pennebaker Productions and 7 Arts Productions.

At last week's meeting a strike assessment of $25 apiece was voted for all WGA members, plus 2% of earnings retroactive to Oct. 1. The meeting also authorized the use of funds of the WGA treasury by the Screen Writer's Guild if necessary. The recommendation was made to the WGA Council calling for the explusion of any member who violates the strike.

Prepaid toll tv

A different kind of pay tv, Angel Toll Vision, was described by its inventor, Hal H. Schwartz, president of Halvick Industries, Mill Valley, Calif., to the California Public Utilities Commission. Angel, he said, is a prepaid kind of pay tv and the only one that is wholly compatible, as it would utilize the present stations and networks. A pay program would be advertised in advance; subscribers would order it and, if a sufficient number of orders were received, the program would be broadcast. If fewer than the number necessary to pay the costs of the program came in, it would be cancelled and a regular sponsored show substituted, Mr. Schwartz said. In that case, those who ordered the pay program would not be billed.

When he admitted that the broadcast programs could be received by any tv set owner, whether or not he agreed to pay for it, Mr. Schwartz was accused as being too naive by the California Legislators, who expressed considerable doubt that many people would be willing to pay for programs their neighbors were getting free.

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

Now... 4 offices to better serve you...

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Paul E. Wagner
Fifth Third Bank Bldg.
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Lincoln Dellar & Co.
Santa Barbara, Calif.
WOodland 9-0770

OMAHA, NEB.
Paul R. Fry
P.O. Box 1733 (Benson)
TErrace 9455

NEW YORK
41 E. 42nd St.
MUr. Hill 7-8437

FATES & FORTUNES

Broadcast Advertising

• T. M. HUNT, advertising manager of Aluminum Co. of America (Alcoa), Pittsburgh, named to new post of general manager of advertising and promotion. Former promotion manager JAY M. SHARP appointed manager of general advertising; WILLIAM S. ELLIS JR., manager of residential building product sales, succeeds Mr. Sharp.

• FRANK A. SHERER, formerly president of Knickerbocker Federal Savings & Loan Assn., N.Y., to McCann-Erickson, that city, as senior vp and treasurer. He succeeds FRANK WHITE, who has been named vice chairman of executive policy committee at M-E.

• BERNARD D. KAHN, associate copy director at Grey Adv., N.Y., elected vp. He joined Grey last year, was formerly at Ted Bates and Lennen & Newell.

• LEONARD S. RUBINSTEIN, art director at Clinton E. Frank Inc., Chicago, elected vp.

MR. ANDERSON

• DONALD ANDERSON, vp of Fletcher Richards, Calkins & Holden, N.Y., to Ted Bates, that city, as vp and account supervisor. He also has served as vp with J. Walter Thompson Co. and Sullivan, Stauffer, Colwell & Bayles.

• GRACE GLASSER, president of Glasser-Gailey Inc., L.A., has sold her stock in agency to Heintz & Co., that city, and has become advertising manager of Ralph's Grocery Co., foodstore chain. JAMES COX, Glasser-Gailey vp, has joined General Advertising Agency, L.A., as executive vp. Other Glasser-Gailey personnel are reportedly remaining with agency, which will continue to operate under its own name although moving to Heintz headquarters at 611 Wilshire Blvd., L.A.

• DONN C. DOLAN, formerly at Fletcher Richards, Calkins & Holden, to Foote, Cone & Belding, N.Y., as account executive on Clairol.

• JOHN W. STEER, formerly copy group head at BBDO, N.Y., to Kudner Agency, that city, as copy supervisor on General Telephone & Electronics Corp.

• THOMAS M. LUFKIN, formerly western division program manager for ABC-TV, Hollywood, to Ted Bates, that city, as radio-tv supervisor.

• ROBERT L. SMOCK, formerly group head at McCann-Erickson, N.Y., to Parkson Adv., that city, as copy supervisor.

• PAUL KUZMA, formerly art director at Smith, Greenland Co., N.Y., to Wexton Agency, that city, as executive art director.

• WALTER WARE, copy supervisor and senior writer in New York office of Gardner Adv., appointed creative supervisor. Similar appointments there: JOSEPH HUGHES, formerly senior group supervisor and senior writer at Compton Adv.; JACK T. DENNEY, formerly at Ted Bates, N.Y.

• ROY EATON, formerly associate creative director at Music Makers Inc., N.Y., named musical director of Benton & Bowles, N.Y. Previously, Mr. Eaton was commercial copywriter in charge of radio-tv music at Young & Rubicam, N.Y.

• JACK LYNAH, formerly vp and art director of Riley-Nelson, San Diego, named art director of W. B. Geissinger & Co., L.A.

MR. BROWN

• R. WELLS BROWN, senior account executive for automotive products on Mobil Oil at Compton Adv., N.Y. elected vp. Prior to joining Compton, in 1958, Mr. Brown was senior account executive at BBDO, San Francisco, and account executive and supervisor at J. Walter Thompson.

• TONI PEARSON appointed radio-tv director and account executive on special accounts at Lewis & Polinger Adv., Washington.

• TED PARKHOUSE, formerly head of his own agency in Glendale, Calif., joins Jimmy Fritz & Assoc., Hollywood, as associate.

• MYRON K. BALL, previously manager of Josephine Cable TV, Grants Pass, Ore., and manager of KAGI, that city, has purchased Stanton Advertising Service there. NOBLE D. STANTON, former owner, will retire at year's end.

• CLIFFORD E. BOETTCHER named creative director of Racine, Wis., office of Western Adv. TOM A. KALLAS appointed media director in that office.

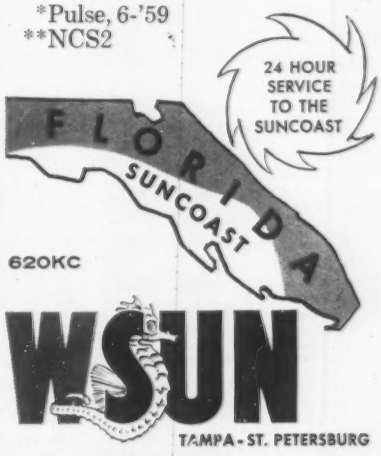
• ALVIN R. PORTE, formerly senior merchandising man at Grey Adv., N.Y., joins Norman, Craig & Kummel, that city, as merchandising executive in marketing services department.

• HERMINA LUKACSY appointed media

"SUNNY" is the #1 ADULT WESTERN STATION*

The Western Coast of Florida, that is! If you're shootin' for adults in this territory, better hire the top gun . . . WSUN! "Sunny" is No. 1 in adult listenership, per 100 homes, throughout the entire 24 hour broadcast day! And Pardner, WSUN delivers more homes, at the lowest cost per home of any station in the heart of Florida!**

*Pulse, 6-'59
**NCS2



Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

director of Cole Fischer & Rogow, Beverly Hills, Calif. She was previously with M. B. Scott Agency and Dallas Williams Adv., both Los Angeles, in similar capacity.

• LEE PEER, production consultant and free-lance air personality with KRTV (TV) Great Falls, Mont., opens advertising agency, Adler, Peer & Assoc. at 252 21st St., N.W., that city. PATRICIA ADLER (PEER) will head copy department. Mr. Peer will continue to be heard on KRTV.

• GILBERT ROSE, formerly service manager and account executive for Consolidated Film Industries, N.Y., to supervisor of technical operations of program production staff in radio-tv department of N.W. Ayer & Son, N.Y.; MAURICE PENN, previously commercial producer of NBC-TV's *Home* show, joins that agency as tv commercial producer.

• THOMAS A. LEE JR. appointed director of radio and tv at Charles W. Hoyt Co., N.Y.; CLIFFORD L. SIMPSON named creative director of radio-tv.

• DIANA M. WEAR, formerly media director of Heintz & Co., L.A., to Charles Bowes Adv., that city, in similar capacity.

• ALFRED SEMBRICH, formerly with Maxon Inc., N.Y., named art director at Kudner Adv., that city.

• JOHN GRIESE JR., formerly associate account executive at Benton & Bowles, N.Y., to Ogilvy, Benson & Mather, that city, as account executive. PHILIP THOMPSON, formerly with Dowd, Redfield & Johnstone, N.Y., joins OB&M as copywriter.

• DON JOHNSTONE, formerly director of marketing and research at Cohen, Dowd & Aleshire, N.Y., to Lawrence C. Gumbinner Adv., that city, as director of research.

• CHARLES M. FORMAN, formerly director of promotion and merchandising on *Queen for a Day*, opens own office under name of Merchandising Enterprises Inc. at 9304 Sunset Blvd., L.A.

The Media

• GUY CORLEY appointed general manager of KLFY-TV Lafayette, La., succeeding JERRY HAMM, who resigned. Mr. Corley also continues as sales manager.

MR. SHEPARD

• STEVE SHEPARD, general manager of KOIL Omaha, elected vp of Star Stations. In addition to KOIL, Star owns KICN Denver and KISN Vancouver-Portland, Ore. Mr. Shepard was sports director of KMTV (TV) Omaha prior to joining KOIL.

• TOM WHITE, formerly sales manager of KSOI Denver, appointed regional sales manager for Intermountain Network's office in that city. He succeeds JACK SHAPIRO, who has resigned to form his own rep firm in Salt Lake City.

• JAMES HESEN, director of production operations, CBS-TV Hollywood, appointed to newly created post of director, west coast live operations.

• GEORGE A. FOULKES promoted from national sales manager to general sales manager of WTHI-AM-FM-TV Terre Haute, Ind. LOUIS A. FROEB, commercial director of WTHI-TV, named assistant general sales manager of those stations.

• GEORGE W. MAMAS, local sales manager of WCUE Akron, Ohio, appointed vp and general sales manager.

• GEORGE W. FAUST, manager of Los Angeles office of CBS-TV Spot Sales, appointed western manager of CBS-TV production sales, with headquarters in Hollywood, effective Nov. 23.

• KEITH CULVERHOUSE, since 1957 director of sales promotion and presentations for Television Bureau of Advertising, N.Y., appointed assistant to operations director of sales promotion and advertising for CBS-TV.

• JAMES P. SMITH, administrative assistant to Stephen A. Machcinski Jr., executive vp of Adam Young Inc., N.Y., appointed to additional post of eastern sales manager.

• IRA MORTON, formerly sales manager of beer and wine division of Schubert Liquor Co., Phoenix, Ariz., named sales manager of KBUZ-AM-FM, that city.

• GEORGE CROMWELL, program director of KTLN Denver, promoted to national program director and assistant to the president of Wheeler stations, KTLN and KRIZ Phoenix, Ariz. JOHN CARVER succeeds Mr. Cromwell at KTLN.

• ART ARKALIAN, formerly sales coordinator of WJET Erie, Pa., named sales manager of WERC, that city.

• LEE SPENCE named station manager of KRKS Ridgecrest, Calif., succeeding LARRY LABY, who resigned.

MR. STILES

• WILLIAM D. STILES, general manager of KLRJ-TV Henderson-Las Vegas, Nev., elected vp in charge of television of Donrey Operating and Trading Co., parent company of Donrey Media Group. Its tv holdings are KLRJ-TV; KOLO-TV Reno; KFSA-TV Fort Smith, Ark.; KGNS-TV Laredo, Tex., as well as construction permit for KNAC-TV Hot Springs, Ark. Mr. Stiles continues as manager of KLRJ-TV.

• BILL BAINTER appointed station manager and TONY EVANS, program director, of KUTI Yakima, Wash. BOB HARRIS joins KUTI as air personality.

• LOUIS G. COWAN, president of CBS-TV, LEONARD H. GOLDENSON, president of ABC, and SOL TAISHOFF, publisher of BROADCASTING, elected to serve on Humanitarian Award Committee of Variety Clubs International, world-wide organization dedicated to helping sick and underprivileged children.

• BOYD HARRIER, air personality with WTAR Norfolk, Va., named program manager. BRICK RIDER, formerly in sales service, promoted to production manager. JOHN L. HALEY, formerly branch representative of Household Finance Co., joins WTAR sales staff.

SWINGLES* CUSTOM MADE ONLY $38 ON CONTRACT U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that sell your station, win audience loyalty.

COMMERCIAL SWINGLES, TOO. Complete custom-made — no open ends and no inserts.

SWINGLES are so good, over 700 stations have ordered, 98% re-ordered. Put this record to work for you, too! Write, wire, or phone.

THE JINGLE MILL • 203 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

BPA prexies • CHARLES A. WILSON (r), of WGN-AM-TV Chicago, president of Broadcasters Promotion Assn. for the past year, hands over the gavel to newly elected President GENE GODT, sales promotion and advertising director of KYW-TV Cleveland. Other officers elected during the Nov. 2-4 annual convention in Philadelphia were JOHN F. HURLBUT, of WFBM-AM-TV Indianapolis, first vice president, and DONALD B. CURRAN, of KTVI (TV) St. Louis, second vice president.

Elected to the board of directors for three-year terms: JAMES BOWERMASTER, WMT Cedar Rapids, Iowa; DEAN FAULKNER, KOA-TV Denver; ROBERT V. FREELAND, KOTV (TV) Tulsa, and CHUCK OLSEN, WITI-TV Milwaukee. Directors elected for one-year terms: ROBERT B. CHEYNE, WHDH-AM-TV Boston; MIKE SHAFFER, WAVY-AM-TV Portsmouth-Norfolk, Va., and DOROTHY SANDERS, WLWD (TV) Dayton, Ohio. (For BPA convention story see page 74.)

• STERLING WRIGHT, production manager and assistant program director of WSOC-TV Charlotte, N.C., named program director, succeeding ROBERT PROVENCE, who was appointed assistant vp of American Commercial Bank, that city.

• WILLIAM G. THOMPSON JR., formerly with staff of facilities operations department of NBC-TV, N.Y., to WRCA-TV New York, as sales promotion manager.

• OSCAR M. LITTON JR., formerly announcer with WMRP Flint, Mich., to WYCA-FM Hammond, Ind., as program director and announcer.

• PHILIP H. BURRELL, who has been director of on-air promotion and sales consultant with WSYR-AM-TV, promotion writer and producer for WHEN and promotion director for WAER-FM, all Syracuse, N.Y., joins Edward Petry & Co., N.Y., as assistant manager of tv research.

• RAY MORGAN, air personality with KOKL Okmulgee, Okla., named program director.

• HARRY J. DALY and LEONORE G. EHRIG, have formed Washington communications law firm of Daly & Ehrig with offices in Pennsylvania Bldg. Mr. Daly has practiced radio law in Washington since 1931. Mrs. Ehrig, who has been associated with Mr. Daly since 1955, also practiced as an associate with the law firm of Haley & Doty and was with Pike & Fisher before that. Joining Daly & Ehrig is LEONARD S. JOYCE, formerly with FCC's Office of Opinions & Reviews.

• PAUL W. MOORE, account executive with KING-TV Seattle, named local sales manager of KING.

• AL HUBBARD, account executive with KABC Los Angeles for past 10 years, joins KCOP (TV) that city, in similar capacity.

• ROBERT C. STONE appointed production director of WSAI Cincinnati. RAY CARNAY, WSAI news director, named to newly-created post of director of special events.

• ROSS J. (JACK) HOWELL appointed account executive with KTTV (TV) Los Angeles. He was sales manager of San Marino, Calif., automobile agency.

• RANSOM Y. PLACE JR., formerly account executive of Robert E. Eastman & Co., station rep, N.Y., joins Peters, Griffin, Woodward as radio account executive in New York office.

• GEORGE GREEN transfers from sales development staff of KABC-TV Los Angeles to sales staff of KABC as account executive.

• JOEL H. SCHEIER, formerly owner of WIRY Plattsburgh, N.Y., and other properties, will represent W. B. Grimes & Co., Washington media broker, in southeastern states. He will headquarter in Fort Lauderdale, Fla.

• JAMES DONAHUE, news director of WKDN Camden, re-elected president of New Jersey Associated Press Radio Assn.

• PHILIP MAYER promoted from continuity director to assistant program manager of WGN-TV Chicago; WILLIAM HITCHCOCK, from staff to continuity director. CARLYLE STEVENS, assistant operations director, takes on additional duties as head of talent research. PATRICIA NEALIN, from film department, named film coordinator.

• HARRY TATELMAN, producer of

PERFECT TEST MARKET

Western Network Contains

- 51,000 TV homes
- Drug Sales Index 167
- Food Sales Index 145
- Auto Sales Index 176
- Retail Sales Index 143

(Source: NCS #3; Sales Mgt. 1959)

PERFECT TEST STATION

KMSO-TV

MISSOULA, MONTANA

DELIVERS

- Captive Audience in 90% of the area
- Dominates the 10% remainder completely
- Low Cost/1,000 Homes

(Source: FCC Data; ARB '58-'59)

CBS—NBC—ABC

Program Guide For FM-SCA LICENSEES

Present and Prospective

The only background music on tape that *isn't* also on transcriptions available to any broadcaster is

MOTIVATIONAL * MUSIC by Magne-Tronics

*Trade Mark

Exclusive franchise territories for this exclusive tape program service now being allocated. No franchise fees. No percentages. For franchise particulars, availabilities and audition—

mail coupon today for complete particulars.

MAGNE-TRONICS, Inc.
49 West 45th Street, New York 36, N. Y.

Please rush complete particulars on exclusive franchise plan for FM-SCA and wire services.

NAME.....

STATION.....

STREET.....

CITY..... STATE.....

Sugarfoot and *The Alsakans* tv programs at Warner Bros., joins CBS-TV in Hollywood Nov. 30 as producer.

• CRAIG JENNINGS, Columbia Radio Pacific Network sales service manager, named account executive in Detroit office of CBS Radio Spot Sales.

• JACK GARTLAND, news director of WTTM Trenton, elected president of New Jersey UPI Broadcasters. Other officers named were: DON HART, news director of WSNJ Bridgeton, vp and GAR KAGANOWICH, Newark bureau manager of UPI, continuing as executive secretary.

• CLARENCE BREAZEAL, KCMO Kansas City, elected president of Missouri Broadcasters' Assn., succeeding EDWARD A. DAHL, KNCM Moberly, who becomes director-at-large. Other officers: ROBERT HYLAND, KMOX St. Louis, vp and HAROLD DOUGLAS, KMMO Marshall, secretary-treasurer. New directors: DON C. DAILEY, KGBX Springfield; LESLIE P. WARE, KLPW Union, and ELMER DONZE, KSGM St. Genevieve.

• STAN RAIFF, staff member of NAB's Public Relations Service, resigns to take charge of pr for Brooks Piece Dye Works Corp., Long Island City, N.Y.

• JASON PATE, of WASA Havre de Grace, elected president of Maryland-District of Columbia Broadcasters' Assn., succeeding R.C. EMBRY, of WITH Baltimore. Other officers elected: LLOYD W. DENNIS, WTOP Washington, vp; ROBERT B. JONES JR., WFBR Baltimore, secretary-treasurer. Elected to board of directors were: HOLLIS SEAVEY, WCUM Cumberland; JOHN MCCLAY, WJZ-TV Baltimore; KEN CARTER, WMAL Washington; MORRIS H. BLUM, WANN Annapolis; JOSEPH W. GOODFELLOW, WRC Washington, and CHARLES J. TRUITT, WBOC Salisbury.

MR. BASSETT

• JERRY BASSETT, formerly station manager and commercial manager of WISC Madison, Wis., appointed general manager of KKIS Pittsburgh. KKIS was owned by Contra Costa Broadcasting Co., but has been sold to Kay Kiss Broadcasting Co. (which has retained Mr. Bassett), pending FCC approval.

• JACK GREGSON joins WPST-TV Miami, Fla., as news editor and newscaster.

• LEE PERKINS appointed production manager of KJR Seattle, Wash.

• RAY W. MCCARTY appointed account executive for KDYL Salt Lake City. He was with Finlayson-Brown, advertising agency in that city.

• DAVID SQUIRES, director with WISN-TV Milwaukee, appointed executive producer. RALPH KUEHN appointed WISN-TV staff director.

• BOB EDRINGTON and NED JAY, promotion manager and sales development manager of WTVT (TV) Tampa-St. Petersburg, respectively, resign. Mr. Edrington has been named director of pr for Cone Bros. (contractor); Mr. Jay has been appointed promotion manager of WAGA-TV Atlanta.

• THOMAS C. HETHERINGTON, formerly time buyer for Gardner Adv., St. Louis, to radio sales staff of The Katz Agency, that city.

• KENNETH G. FULLER, formerly radio time salesman for The Katz Agency, S.F., to sales staff of NBC Spot Sales, that city.

• PEARL G. MASSER, copywriter with CBS-TV Spot Sales, N.Y., named assistant promotion manager.

• LEONARD (TAD) WARE, formerly account executive with Bozell & Jacobs Adv., Minneapolis, named assistant advertising and promotion manager of KYW-TV Cleveland.

• CLYDE C. BALL appointed radio news supervisor for Pennsylvania Associated Press service, effective Nov. 15. He transfers from AP's Huntington, W. Va., bureau and will headquarter in Philadelphia.

• RANDY ARCHER, local sales manager of KING Seattle, to KVI, that city, as account executive.

• FRANCIS J. MATRANGOLA, owner and operator of WCMC Wildwood, elected president of New Jersey Broadcasters' Assn., succeeding FRED E. WALKER, who was general manager of WTTM Trenton and is now sales manager of KYW Cleveland. Other officers named: ROBERT C. GESSNER, of WNNS Newton, vp; HOWARD GREEN, of WOND Pleasantville, secretary-treasurer. RICHARD M. HARDIN of WBUD Trenton, elected to board of directors.

• BOB STONER, formerly manager of KBTN Neosho, Mo., to local sales staff of KFH-AM-FM Wichita, Kan.

• ALAN SHULRUFF joins WSUN-TV St. Petersburg, Fla., as production assistant.

• JAMES CASEY, newscaster with WPON Pontiac, Mich., adds duties of production coordinator.

• PAUL R. DAY joins sales department of WCSH Portland, Me.

• ROY ALLRED, weatherman of WXEX-

MIDWESTERN—250 watts grossing about $50,000.00 per year. Located in trading area of 240,000. Priced at $80,000.00 with $23,500.00 down. Balance on attractive terms.

EASTERN—Long established 250 watter. Grossing $8,000.00 monthly and should go to $10,000.00 in the next three months. Price $157,500.00 with $47,000.00. Long-term payout.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

TV Richmond, to WTAR-TV Norfolk, both Virginia, in similar capacity.

• SONNY KNIGHT, air personality with KTLN Denver, to sister-station KRIZ Phoenix, Ariz., in similar capacity and as chief engineer.

• EUGENE E. KOEN, account executive with KDKA-FM Pittsburgh, to similar position with KDKA.

• BUCK BUCHANAN, formerly with KDON Salinas, to KOMY Watsonville, both California, as director of station relations and air personality.

• WILLIAM G. LEHR, formerly with KOAM Pittsburg, Kan., named special events director and air personality of KENY Bellingham, Wash.

• DICK MORAN, formerly program director of KFBI Wichita, Kan., to KNEW Spokane, Wash., as air personality.

Programming

MR. GARRISON

• JACK GARRISON, account executive with National Telefilm Assoc. since 1958 and previously national syndication director of Guild Films, N.Y., and with various radio and tv stations in executive capacities, named vp for middle west, NTA Program Sales, headquartering in St. Louis. WILLIAM H. DURYEA, commercial producer-director at N.W. Ayer & Son, N.Y., named supervisor of operations for NTA Telestudios, N.Y. MORT ZARCOFF, staff assistant in NTA's creative programming department, promoted to production coordinator.

• HERB KLYNN, formerly vp and executive producer of commercial division of UPA Pictures, is president of Format Films Inc., Burbank, Calif., newly-formed producer and creator of animated films for theatrical and tv release. BUD GETZLER, Format's executive vp and treasurer, held similar administrative post at UPA and 20th Century Fox. JULES ENGEL, formerly color director of UPA, named vp and art director of Format Films. OSMOND EVANS, animation director with UPA for past five years, joins staff.

• CARL CARBONE joins Lance Productions, N.Y., as executive producer and director in charge of commercials and documentaries.

• GORDON CROWE, formerly industrial sales manager, Music Corporation of America, to Transfilm-Caravel Inc., N.Y., production firm, as director of business program services. Earlier with MCA he was active in tv program development and sales.

• CHARLES W. FRIES re-elected president of Alliance of Television Film Producers Inc., Hollywood. He is executive in charge of studio operations, Ziv Television Programs. Other ATFP officers elected: BERNARD WEITZMAN, vp of Desilu Productions, vp; MANNING O'CONNOR, vp of Revue Productions, secretary; ROBERT W. STABLER, president of Filmaster Productions, treasurer.

• BERTON SCHNEIDER, since 1955 on staff of business affairs department of Screen Gems Inc., N.Y., promoted to assistant to Jerome Hyams, vp and general manager.

• JOHN C. BROWN, formerly station manager of WFDS-FM Baltimore, named director of production and recording services for Recordings Inc., that city. He plans to organize departments for production and distribution of spots, jingles and broadcast program productions for national distribution.

• ALAN NEUMAN, formerly producer-director with NBC-TV of such programs as *Wide, Wide World, Colgate Comedy Hour, Wisdom* and *Producer's Showcase*, appointed producer of CBS-TV's *Person to Person*, succeeding JOHN AARON and JESSE ZOUSMER, who resigned following criticism of program's production processes by Dr. Frank Stanton, president of CBS (AT DEADLINE, Oct. 26).

• JOHN L. KELLY, formerly NBC-TV production executive and design, art and studio supervisor, appointed assistant production manager of Videotape Productions of New York Inc.

• WILLIAM FROUG signs as producer-writer on *Oklahoma Run*, new tv series, with Screen Gems, Hollywood.

• MICHAEL KIEVMAN, account executive in Philadelphia with Ziv Television Programs Inc., named regional sales manager of northeastern division.

• MANNY PAULL promoted from art director to account executive with Fred A. Niles Productions, Chicago-based film firm. TED LISS and BOB VENABLES join account staff. FRUMA SINGER, formerly assistant to creative director, named office manager. WAYNE LANGSTON added to writing staff.

Equipment & Eng'ring

• RICHARD A. CAMPBELL, manager of engineering department of Pacific Semiconductors Inc., L.A., elected vp in charge of operations.

• MYRON T. SMITH, sales manager of General Radio Co., West Concord, Mass., appointed director of sales. WIL-

BEELINE RADIO

KOH • RENO
KFBK • SACRAMENTO
KBEE • MODESTO
KMJ • FRESNO
KERN • BAKERSFIELD

delivers more for the money in California's inland valley and Western Nevada

Check Paul H. Raymer Co. for the facts

McCLATCHY BROADCASTING COMPANY SACRAMENTO, CALIFORNIA

CHECK and DOUBLE CHECK

WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV

WTHI-TV

CHANNEL 10 • CBS—ABC

TERRE HAUTE INDIANA

CBS TELEVISION

Represented Nationally by Bolling Co.

Ampex appointments

Following reorganization of Ampex Corp., Redwood City, Calif., and the formation of Ampex Professional Products Co. (BROADCASTING, Nov. 2), several new appointments have been announced.

Department heads under THOMAS E. DAVIS, newly appointed manager of Ampex's Professional Products Co. include CHARLES P. GINSBURG, manager of engineering, ROSS H. SNYDER, products manager, and JACK HAUSER, merchandising manager. Mr. Ginsburg had been video engineering manager of the professional products division of which Mr. Snyder was products manager and Mr. Hauser sales promotion manager.

THOMAS J. MERSON, national sales manager of the former professional products division, is new head of sales and sales service of the PPC video division.

WILLIAM WALLACE, Emmy award winner for his technical direction of *Evening With Fred Astaire*, has joined Ampex as program production coordinator in Hollywood.

MILTON NORTON, formerly with broadcasting equipment division of RCA will serve Ampex customers in Michigan, Indiana, Ohio and Kentucky.

JACK FLYNN, former sales manager of Potter Instrument Co., has been named eastern district manager with headquarters in New York.

RUSSELL IDE, formerly with the Broadcast equipment division of Sarkes Tarzian Inc., is now assistant to Mr. Merson.

WHARTON MURRAY, formerly with RCA Service Co., is now in Ampex's Hollywood office, specializing in color installation of video tape recorders. Mr. Davis also announced CYRIL TWEED, project engineer for Marconi's Wireless Telegraph Co. Ltd., has been appointed Marconi engineer at Ampex.

Audio • In the audio division of Ampex Professional Products Co., C. ROBERT PAULSON, marketing manager and LAVERNE FOSTER, administrative manager, report directly to FRANK G. LENNERT, manager of the Audio Div. Mr. Paulson had been head of marketing administration and sales development for the old professional products division. Mr. Foster comes to Ampex from the U. of California radiation labs.

Reporting to Mr. Paulson are the following department heads: WARREN ANDERSON, sales promotion manager; GERALD MILLER, national sales manager; and FRANK RICHARDS, manager of special and custom products sales.

All three came from the professional products division, where Mr. Anderson was assistant sales promotion manager, Mr. Miller was manager of audio merchandising and Mr. Richards was supervisor of special audio products sales.

JAMES STULTZ, sales and administration manager of the former professional products division, now heads the customer service department of the audio division of the new company.

LIAM R. SAYLOR, manager of General Radio Los Angeles district office, succeeds Mr. Smith as sales manager. JOSEPH E. BELCHER, of sales engineering department, succeeds Mr. Saylor.

• WALTER BREHM, sales representative in Rome, N.Y., for Page Communications Engineers Inc., Washington, appointed director of sales and customer relations.

• CHARLES A. RUNYON, formerly with RCA, joins consulting radio engineer firm of Lohnes & Culver, Washington.

• RUDOLPH MARCHESE named technical sales engineer for Washington, D.C., area for Prodelin Inc., manufacturer of coaxial transmission lines and connectors.

• ROBERT L. PURCELL, formerly with John H. Mullaney (consulting engineer), to Silliman, Moffet & Rohrer, Washington consulting radio engineer.

• EDWIN M. HINSDALE, previously on RCA's technical staff and with its international division, named chief engineer, RCA Communications Products Dept.

International

• J.D. NIXON named program director of CBC English television network, and BRUCE RAYMOND program director of English radio networks. Mr. Nixon, with CBC 17 years, was formerly assistant director of English radio network programming. Mr. Raymond was talent relations officer.

• JOHN T. STACEY, formerly assistant chief engineer with CHCH-TV Hamilton, named operations manager of video tape division of Meridian Studios, Toronto.

• ARTHUR WEINTHAL appointed director of radio and tv of Ronalds Adv., Montreal.

• W.C. PEARSON named counsel to Board of Broadcast Governors, succeeding R.R. MACGILLIVRAY.

• KEN BILLINGS, formerly manager of CJKL Kirkland Lake, Ont., joins Montreal office of Paul Mulvihill & Co. Ltd. as television time salesman.

• ART CUTHBERT, announcer of CHEX Peterborough, Ont., to CKEY Toronto in similar capacity under name of RONALD KNIGHT.

• JOHN GARBUTT, formerly on sales staff of CJKL Kirkland Lake, Ont., to CFPA Port Arthur, Ont., as sales manager.

• JOSIE MCMEEKIN, continuity editor of CHEX Peterborough, Ont., and CHEX announcer CHUCK COLLINS both move to CKPT, that city.

• HARRY C. DANE named retail sales manager, CKOK Penticton, B.C.

• STUART MORRISON named promotion director, CKCW Moncton, N.B.

• BETTY KENNEDY appointed women's editor of CFRB Toronto.

• WALLY THURSTON, time buyer at Cockfield, Brown & Co., advertising agency, new CKPT Peterborough, Ont., as music director and librarian.

EQUIPMENT & ENGINEERING

New RCA tv tube has auto wheel size

RCA Labs is developing a picture tube that compares to a standard automobile wheel in diameter and thickness. It is being developed to improve brightness, detail and compactness of large-screen military and commercial radar display systems. The tube, a "reflected-beam kinescope" type, displays images on a screen 21 inches or more in diameter and has a tube structure only 10 inches long. A recessed rear area is large enough to hold most of the receiving circuit equipment.

The installed picture tube resembles a large bowl standing on edge, with a bulging front surface and scooped out rear. From the center of the recessed back a short slender neck extends containing the electron gun. It has an effective 180-degree deflection angle (compared with 110 degrees for the standard tv picture tube).

Although capable of displaying standard television pictures, the new thin tube would operate with about a fourth the efficiency of present black-and-white tv display tubes, Harold B. Law and Edward G. Ramberg of the RCA Labs technical staff said. They described the tube Oct. 30 at the 1959 electron devices meeting in Washington.

West Coast merger

A proposal to merge Consolidated Electrodynamics Corp., West Coast electronics firm, into Bell & Howell has been approved by directors of both companies and will be submitted shortly to shareowners.

If the merger is finally approved, three additional common shares of B&H will be distributed for each four shares presently held. CEC shareholders will receive one share of B&H common in exchange for each share of CEC.

Consolidated will contribute its electronic and instrumentation know-how to Bell & Howell's future programs for the application of electronic techniques in photographic fields, according to Charles H. Percy, B&H president.

Magnavox stock split

Common stock of the Magnavox Co., Fort Wayne, Ind., has been split two-for-one and authorized shares increased to 3.5 million from 2 millon. After stockholders approved the move, directors raised the quarterly dividend on new shares to 25¢, equivalent to $1 a year on each new share, a one-third increase. It will be payable Dec. 15 to stockholders of record Nov. 25.

At the annual meeting Oct. 28, Magnavox President Frank Freimann reported that profits and sales for the quarter ended Sept. 30 were the company's highest for this quarter. After-tax profits were $1,244,000 on sales of $25,661,000. Earnings per share were $1.06 compared with 61¢ last year.

Sales for the six months ending Dec. 31 are projected at "probably over $60 million" and at $135 million for 1960.

• Technical topics

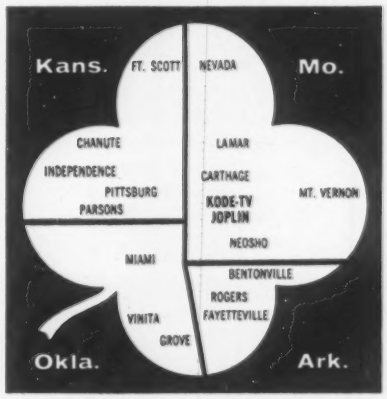
Zenith unveils fm-only • A new fm-only table-top radio was announced last week by Zenith Radio Corp., Chicago. Unlike many fm-equipped receivers, the model is certified to the FCC as "conforming to its specific radiation limits, to avoid interference with television reception in the home-with-tv," according to Zenith. No suggested retail price is reported. However, the model is claimed to be low-priced.

Profit picture • Allen B. Du Mont Labs Inc., Clifton, N.J., reports a profit of $148,426 on sales of $5,482,681 for the 16 weeks ended Oct. 11. For the first 40 weeks of 1959, on sales of $14,726,117 income of $30,754 was realized, which is not subject to federal income tax because of the company's tax loss carry forward. Comparisons with like periods of 1958 were omitted because the company has since discontinued its consumer television set and picture tube business, it was announced.

RCA's tape sales • RCA reports shipment of six tv tape machines, four of them color. Two color machines went to NBC-TV in New York and one each to KSTP - TV St. Paul - Minneapolis and WBAP-TV Fort Worth. Monochrome tape machines were shipped one each to KWTV (TV) Oklahoma City and to KPHO-TV Phoenix.

Jerrold's revenues • Jerrold Electronics Corp., Philadelphia, reported first half year's sales and service revenues of $3,723,000, up 15% from $3,214,000 in same 1958 period. Net income for first six months of the fiscal year, ending Aug. 31, was $540,544, or 44 cents per share compared to $57,182 or 5 cents share in the corresponding period a year ago. Net income included $284,-240 non-recurring income representing profit on sale of community antenna system in Key West, Fla. Jerrold still owns nine catv systems, serving 30,000 as of Aug. 31, the report stated. Jerrold is also promoting TV-FM Receptor, indoor antenna for tv and fm receivers, now running at a rate of 9,000 daily. It

This four-leaf clover is worth looking over!



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151,400 TV HOMES*

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also introduced a transistorized field strength meter during first half of the fiscal year. Jerrold is working on a pay tv installation in Toronto, Canada, for Famous Players Canadian Corp. in conjunction with International Telemeter Co., a Paramount Pictures subsidiary.

Tape cleaner • The Distributor's Group Inc., Atlanta, Ga., has introduced FilMagic Pylon, subtitled "Lubricating Dispenser for Lubricating Strip Material." The device is designed to clean and protect films and recording tapes by applying a coating of fluid silicones to the moving surfaces while the reproducing equipment is operating.

FilMagic's principle is a reservoir of fluid silicones from which the lubricant is filtered through a movable sleeve onto the tape or film. The silicone coating sets up an invisible protective barrier against heat and abrasion. The moving tape or film surface is used to carry silicone into parts of the equipment otherwise difficult to lubricate. Address: 204 14th St. N.W., Atlanta 13.

3M sales • Consolidated sales of $112,377,309 and earnings of $15,145,895 (89 cents a share of common stock) are reported by Minnesota Mining & Mfg. Co., St. Paul, for the three months ended Sept. 30. This compares with sales of $95,104,809 and earnings of $11,921,415 (71 cents a share) for the same period last year.

For the first nine months of this year, sales totaled $323,079,201, with earnings of $42,583,641 ($2.50 a share) compared with sales of $271,366,401 and earnings of $29,568,080 ($1.75 a share) for the same 1958 period.

There were 17,029,090 shares outstanding on Sept. 30 of this year, compared with 16,901,184 in 1958.

Zenith keeps rising • Zenith Radio Corp. Nov. 2 reported estimated net consolidated earnings of $9,319,921 ($3.15 per share on 2,954,784 shares outstanding) and consolidated sales of $175,990,037 for nine months ended Sept. 30—increases of 42% and 37%, respectively, over the same period last year. Consolidated profits were $4,418-200 and sales reached $69,127,237 for the third quarter of 1959, with these figures representing boosts of 25% and 29%, respectively, over a comparable three months in 1958.

Canada out • Sylvania Electric Products Inc., N.Y., announced Nov. 2 that its Canadian subsidiary, Sylvania Electric Ltd., has suspended indefinitely the manufacture and distribution of tv sets in Canada and will concentrate on expansion in the fields of lighting and nonhome electronic products. Robert E. Lewis, Sylvania president, explained that Canadians are purchasing about 400,000 tv sets a year while the country has production capacity for three times that many tv receivers. "The outlook over the next 10 years does not indicate a sharp upturn in consumer demands for tv sets," he stated. Sylvania's tv set sales in the U.S. are 50% greater than they were a year ago, Mr. Lewis said.

Atlas boom • Atlas Sound Corp., Brooklyn, N.Y., has introduced Porto Boom, a microphone boom that can be collapsed to fit into an automobile and reassembled in a few minutes without tools. Model BS-37, the new boom, has a brake-shoe type clutch assembly that locks the telescopic upright. A piston type air check mechanism prevents accidental collapse of the upright and an adjustable pneumatic orifice valve in the base permits height adjustment while preventing sudden downward motion.

The microphone is supported by a rubber-loaded vibration absorbing cage that can be adjusted to compensate for the weight of any microphone. Price: $375. Length retracted: 5¼ ft. Extended: 9 ft. Address: 1449 39th St., Brooklyn 18.

Admiral up • Admiral Corp. reported an 18% increase in consolidated sales for the first nine months of 1959 over a comparable period last year. Sales for the period ended Sept. 30 were $145,849,148 against $123,529,953 for the first three quarters of 1958, according to Ross D. Siragusa, president. Profits before taxes reached $4,906,-253 compard with $1,757,481 a year ago, he claimed, while profits after taxes were $2,371,376 against 1958 earnings of $947,254. Earnings were equal to 99 cents a share on 2,390,196 shares outstanding for the nine-month period compared with 40 cents a share last year.

Stereo components • Sargent-Rayment Co., Oakland, Calif., has introduced SR-7000 and SR-8000, stereophonic am and fm tuners and preamplifier-tone control. A feature of the units is "Stereo Separation Control" which is designed to regulate the degree of separation between the two stereo channels. Both SR-7000 and SR-8000 utilize germanium diodes for freedom from heat damage, and a one-tube, one-diode assembly to replace four triode functions in the fm "tuning heart" of the units. SR-7000 price $199.40; SR-8000: $249.40. Address 4926 E. 12th St.

Expansion • Kahn Research Labs Inc., formerly located at 22 Pine St., Freeport, N.Y., has moved its office and plant operations to 81 S. Bergen Place, same city. Telephone: Freeport 9-8800.

Ampex shipments • The Professional Products Div. of Ampex Corp., Redwood City, Calif., has delivered 12 more Videotape recorders bringing the number of stations equipped to 154 as of Oct. 15. Vtr's were shipped to KFDX-TV Wichita Falls, KFDM-TV Beaumont, both Texas; WDBJ-TV Roanoke, Va.; WHYY-TV Philadelphia; KOAC-TV Corvallis, Ore.; KUAT (TV) Tucson, Ariz.; WILL-TV Urbana, Ill.; WMSB-TV East Lansing, Mich.; KDSP-TV Des Moines, Iowa; WTHS-TV Miami, Fla.; WGBH-TV Cambridge, Mass., and the U. of Michigan.

Remote mike • Collins Radio Co., Dallas, has introduced M-60, a 12-ounce remote microphone designed to take the place of as much as 45 pounds of conventional amplifier, battery and cable equipment. M-60 is self-contained. The remote mike includes a transistorized amplifier, mercury battery and earplug headphone. Eighteen feet of line and lavalier clip and cord are provided.

Jampro shipments • Jampro Antenna Co., Sacramento, has sent a ch. 2 tv antenna to Radio Diffusion, Panama City, Panama; a 12-bay fm antenna to

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city *zone* *state*
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* Occupation Required

WPTA (TV) Roanoke, Ind.; a 12-bay fm antenna to WTTV (TV) Bloomington, and an eight-bay fm antenna to KSRM-FM Sacramento, Calif.

Portable turnable • Collins Radio Co., Dallas, has introduced Collins Announcer, a 68-pound, all transistor hi-fi portable turntable unit for remote broadcasts. The company says the unit is small enough to fit in the rear seat of a standard automobile. Self-storing legs detach and fit into the cabinet.

Ferrodynamics reps • Ferrodynamics Corp. (magnetic tape products), Lodi, N.J., names Robert Smith Co., Brookline, Mass., for New England; Stan Clothier Co., Minneapolis, for North-South Dakota, Minnesota and west Wisconsin; Winfield Electronic Sales, North Miami, Fla., for Florida., and Hal F. Corry Co., Dallas, for Texas, Oklahoma, Arkansas and Louisiana.

Repair service • The American Microphone Mfg. Co., Rockford, Ill., has authorized the Radio Telephone Service Co. of Los Angeles to handle its within-warranty repairs. Radio Telephone is at 14723 Aetna St., Van Nuys, Calif. It will provide service on out-of-warranty repairs for 11 western states.

Mx distributor • Musicast Inc., owner of KMLA (FM) Los Angeles and pioneer in background music in that city, has been named national sales representative for the Calbest MX-707 multiplex receiver, designed exclusively for reception of background music. Selling for less than $100, the receiver is now widely used by background music operators in Southern California. A nationwide sales campaign is now underway according to Irving Dubin, president of Calbest Electronics.

Organization chart • Ampex Profession Products Co., established Nov. 1 to manufacture and distribute video and audio equipment for broadcastsers, recorders, producers of programs and commercials and government and defense agencies (BROADCASTING, Nov. 2), is one of five integrated companies through which Ampex Corp. conducts its domestic business. Others are Ampex Audio Inc., Ampex Military Products Co., Orr Industries and Ampex Products Co. The last is another new company, also established Nov. 1. Foreign operations are handled by Ampex International. Growth of Ampex Corp., with sales of $60 million forecast for the current fiscal year, has necessitated the decentralization, the company explained.

FANFARE

No peaks in L.A.'s auto traffic pattern

Los Angeles, where the average worker drives 1 hour and 36 minutes a day, to and from work, is almost as well known for its crowded freeways as for its smog (to which the motor traffic makes a major contribution) or its World Champion Dodgers. Yet the area's traffic is not bunched into two tall traffic-time peaks, but distributed with surprisingly small fluctuation throughout the entire day and evening, with the peak hours of 7-8 a.m. having not much more vehicular traffic than the mid-afternoon hour of 3-4 p.m.

That traffic data comes from a study made by Southern California Broadcasters Assn. and is included in an SCBA slide film presentation which the association's president, Robert M. Light, showed to agency gatherings in Los Angeles last week and the week before and will show to similar groups in San Francisco this week and in Seattle next week. Earlier, Mr. Light took the presentation on the road to New York and other major advertising centers. It is also available for private showing to clients whom agencies feel could profit by exposure to the strong radio pitch.

Measuring traffic on the freeway and at major intersections throughout the full weekday, from 6 a.m. to 10 p.m., SCBA found 7.9% of the total traffic for the 16-hour span was on the road in the hour of 7-8 a.m. and slightly less (7.6%) at 8-9 a.m. But the 11 a.m.-12 noon hour accounted for 6.5% of the full day's traffic and the afternoon was even busier, with 7.2% of the total volume at 3-4 p.m. and 6.6% at 4-5 p.m. before the homeward rush of workers pushed the figure up to the evening peak of 7.6% at 5-6 p.m.

"There is no such thing as 'traffic time' in Southern California," Mr. Light stated. "Or rather," he added, "all the time is traffic time."

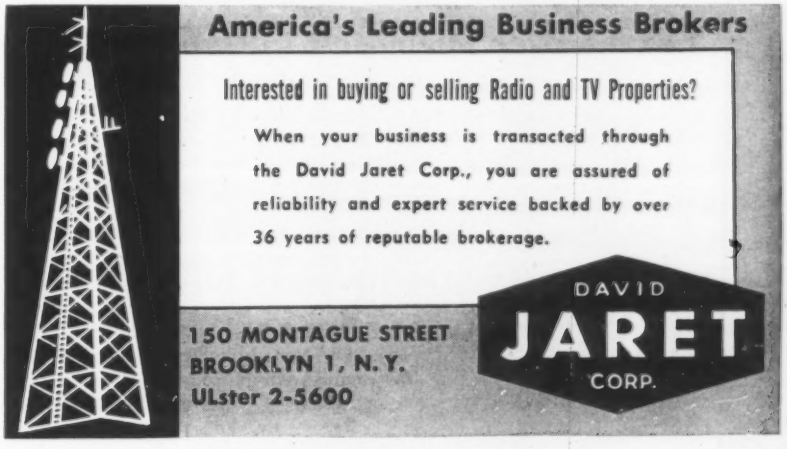
Another surprising statistic in the SCBA presentation is the relatively low volume of listening by children and teenagers, compared to listening by adults. During the daytime hours the women of the family make up most of the radio audience and during the evening hours men and women listen in about equal numbers, many times greater than juvenile listeners. Even at 4-5 p.m., when school is over and many programmers—and advertisers—apparently believe that the youngsters have taken over the family radios, both at home and in the cars, listening by children and teenagers is well below 20% of the total for the hour, SCBA reported. The audience figures were derived from the Los Angeles Pulse survey for March-April 1959.

In addition to Los Angeles, the half-hour presentation, titled "The Sound of Selling in Southern California," covers such other Southern California markets as San Diego, Imperial County, San Bernardino - Riverside - Ontario, Santa Barbara, Ventura - Oxnard, San Luis Obispo and Bakersfield.

On the road

Representatives of National Telefilm Assoc. and its affiliated station WNTA-TV Newark-NewYork are putting their sales story on the road.

The NTA syndicated *Mike Wallace Interview* originated in Oklahoma City Oct. 26 and 27, for its debut as a daily afternoon feature on WKY-TV there, 1:30-2 p.m. Mr. Wallace video-taped interviews with Oklahoma Gov. J. How-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THAT DEPENDS UPON WHAT YOU INTEND DOING WITH THAT GUN!

'Bat Masterson' comics • That dapper tv hero of the sage country, *Bat Masterson,* now in his second season on NBC-TV (Thurs. 8-8:30 p.m. EST), in the past six weeks has been introduced to the comics page readers of 82 newspapers. Syndicated for newspapers by Columbia Features Inc., New York, the Ziv-produced western series was developed and promoted as a comic strip by Robert R. Max, manager, NBC Merchandising. Mr. Max is considering a similar treatment for the network's *Peter Gunn* series, it was reported. The *Bat Masterson* comic strip represents the first successful transition from television to the newspaper comic form. NBC Merchandising has licensed some 50 *Bat Masterson* products, including comic books, a paper-back novel, coloring books and picture story books. In the comic strip, which is drawn by Howard Nostrand and written by France E. Herron, *Bat* is the only continuing character and the story lines are original. NBC achieves a dual impact with the feature, in terms of revenue from sales of the strip and the extra exploitation.

ard Edmondson for the show's local sendoff under sponsorship of Independent Grocers of America. The tape series regularly originates at WNTA-TV.

Later that week a team of WNTA-TV personalities led by Malcolm C. Klein, vice president and general manager of the station, spent two days in Chicago making advertising presentations. Station officials reported that Chicago agencies place a minimum of $100,000 business weekly on New York's tv outlets—but none of it on WNTA-TV. The independent outlet is investing over $4 million on local shows to prove they can pay off (BROADCASTING, Oct. 26). The troupes included David Susskind, Faye Emerson, Mr. Wallace and Henry Morgan. They spent two days making sales calls. On Oct. 29, they entertained 150 advertising agencymen and clients at a breakfast conference.

Eat, drink, and pick 'em

Tait Cummins, sports director of WMT Cedar Rapids, Iowa and Jim Bowermaster, promotion manager have developed a "double threat" promotion.

Mr. Cummins compiled his "All-Time All-Iowa Football team" and designed it for restaurant placemats. In addition to pictures and reading material, one corner of the mat is labeled "Tait's Table Fun" and features football and other sports contests which patrons can fill out while they wait for their food.

Restaurants are given placemats in proportion to the amount of radio time they buy on WMT. Using the placemats, the station reports, 15 new restaurant and nightclub accounts have been picked up in eastern Iowa.

WADO debuts

WADO (formerly WOV) New York commemorated its debut under new management Nov. 2 by casting its first commercial copy in bronze. One-minute continuity read for Thor Food Service early last Monday was engraved on a plaque for Leon C. Hirsch, president of Federated Foods Corp. which owns the Thor food subsidiary. WADO signed on under Bartell Family Radio management at 5:30 A.M. and the National Anthem, a record and the Thor spot were next.

Open house in Springfield

More than 8,000 people from all over the Ozarks visited the new KTTS-TV Springfield, Mo., studios during its open house.

The occasion was preceded by a private preview party that was attended by some 450 sponsors, city, county and state officials plus network, agency and representative staffers. G. Pearson Ward, KTTS-TV vice president-general manager, Jack Cooper, president, and members of the directors board conducted tours of the facility.

Leaves over Miami felt in Cuba: a promotion that backfired

Autumn leaves dropped over Miami, Fla., and a tv station publicity stunt backfired into an international incident, when WPST-TV took "to the air" on Oct. 26.

WPST-TV, a wholly owned subsidiary of National Airlines, decided to fly leaves down from the northlands and sprinkle them over the balmy, tropical Miami area. Jack Gregson, news editor, arranged to meet the National Airlines plane and rush films to the studio in time for his 6:30 p.m. show. However the plane landed leafless, leaving Mr. Gregson holding an empty bag.

Mr. Gregson, a licensed pilot, arranged to fly himself and instead of importing leaves from the north, hurriedly rounded up sacksful of the local product.

Fifteen pilots, members of a local Aero club, took to the air to "bomb" Miami with leaves. During the course of the flight a pilot radioed to ask, "Did you drop the leaves yet?" His remark was picked up by Castro-sympathizing Cubans monitoring his frequency. The intercepted remark was immediately forwarded to Castro.

In the wake of recent Cuban accusations of U.S. based planes dropping leaflets on Cuba, the unfortunate mixup created an immediate chain reaction which saw the Chief Customs officer in Miami alert border patrols, the FBI and State Department.

The resulting commotion was unknown to Jack Gregson as he went on the air with his story of the autumn leaves falling on Miami.

Sign language • The news gets a double emphasis at WFRV (TV) Green Bay, Wis. While assistant news director John Holmes (l) reads the news, James Smith (r) presents the same news in sign language. The new service has received a mail response from the hard of hearing and other viewers who, according to WFRV, "strongly favor this service."

As others see WBNS

An attractive brochure entitled "WBNS, As Others See Us," has been prepared by WBNS-AM-FM Columbus, Ohio.

WBNS cites its programming "for the educated ear", pointing out the eight colleges and universities in the area and Columbus' high "literacy rate."

Based on a special Pulse survey, the brochure claims that more people tune to WBNS first for news, first in an emergency, and "believe most in us."

• Drumbeats

'Leo' roars • More than 100 advertising directors and agency men were guests at a cocktail-dinner to hear how WAPI-TV Birmingham, Ala., plans to program its 716-feature MGM library. Entertainment for the affair was provided by staff personalities, a WAPI staff orchestra, and a program of excerpts from the MGM library.

Color promotion • WTMJ-TV Milwaukee, RCA and Admiral distributors designated October "Color Tv Month" to acquaint the area with the quality and quantity of tint tv. The campaign included a full-color, full-page ad in the *Milwaukee Journal's* tv section of which 800 reprints were sent to tv set dealers. WTMJ-AM-TV constantly reminded their audience about color month and more than 70 *Journal* delivery trucks bore colorful signs announcing the color month. Dealers report increased interest and sales in color sets since the promotion.

'Slave for a Day' • WQAM Miami, Fla. offered their most popular air personalities 'for sale' to their listeners. Recently, a contest on the Miami station asked listeners to write in their requests for the services of their favorite deejays and why they wanted them as a slave for a day. The three selectees were baby sitters for a thirteen-year-old in a plaster cast, did a listener's school homework, and another's household chores.

Well-fed viewers • WHEN-TV Syracuse, N.Y., is distributing "eight-shaped" donuts throughout the city. The promotion is based on a motivational research idea to "reach an audience through its stomach," and have well-fed viewers tuned to ch. 8.

Smashing success • George Millar, station manager of WRVM Rochester, N.Y., carefully placed a certificate redeemable for a mink coat under a cast iron ball on a metal post. Back at the studio, WRVM deejays were reading the first clues for the station contest. As Mr. Millar stepped back to survey the hiding place, a car veered across the street and smashing into the metal post, wrecked car, iron ball and WRVM contest. Mr. Millar postponed the contest and went out to look for another hiding place.

Sleepy-time gals • WSAN Allentown, Pa., gave a snore-by-snore description of the sleeping marathon staged by Hess's Department Store, that city. Two husky boys and two shapely girls competed with eyes closed in sleeping position during a celebration of the store's 62nd anniversary. Time was lost for snoring, sleepwalking or talking; on it ran for nine days with WSAN giving hourly bulletins and broadcasting its night-owl show directly from ringside, bedside.

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RADIO CORPORATION of AMERICA

Tmk(s) ®

CBC, CAB, HIT NEW PROPOSALS

New rules would set minimum hours to be programmed with Canadian product

Proposed regulations for Canadian television were criticized this week by both private broadcasters and the government owned CBC at public hearings before the Board of Broadcast Governors. The Board, which made proposals earlier this year, will announce final regulations Nov. 15.

In separate briefs, the Canadian Assn. of Broadcasters and CBC argued particularly against a BBG proposal that 55% of all programming on Canadian tv stations be Canadian in origin. CAB warned that quality inevitably would suffer because of the limited local talent available. It suggested heavy capital and operating expenses needed to expand Canadian production facilities would be hard to find, particularly with a BBG-proposed limit of 25% on foreign investment in "Canadian companies."

CAB urged the regulation be dropped, or reduced to 35% Canadian content during the first year of implementation with gradual increases thereafter. Canadian content requirements for private stations should be less than for the government-subsidized CBC, it added.

CBS suggested 50% Canadian content is more reasonable, with the rule applying only in evening hours for non-network stations. It also asked that the percentage be calculated on a two-week basis instead of weekly because of the increasing number of programs scheduled on a non-weekly basis.

The other major point of attack was the proposed regulation that a "maximum of two hours broadcasting time each day between the hours of 8 p.m. and 11 p.m. be reserved for purposes prescribed by the BBG. Programming during the two hours in whatever way provided will have a minimum of 55% Canadian content."

Disrupting Influence • Both CBC and CAB warned the regulation could disrupt long term program planning. CAB added that BBG-prescribed programs could upset block programming and work to advantage of the stations' competitors. It said the 55% Canadian content demand during prime time could eliminate many U.S.-based sports events and spectaculars, giving competing U.S. border stations undue advantage.

Proposed regulations limiting morning tv broadcasts also were attacked by CAB and CBC as aiding U.S. stations who can capture early viewers and hold them through the day. CAB argued that a restriction on broadcasting hours reduced returns on capital investment.

CAB's view was supported by the Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers, as well as by private stations.

In another brief, Metropolitan Educational TV Assn. of Toronto urged that at least one channel in each area be reserved for educational purposes. In areas like Toronto where only one channel is still available, it suggested the license be split between commercial and non-profit educational groups. The Association consists of the U. of Toronto, local school boards, Toronto's museum, art gallery and public library.

Board proposals were supported by the Canadian Labour Congress and the Canadian Broadcasting League which includes, labor, farm and women's groups. Over emphasis on advertising by private stations was attacked by the Federated Women's Institutes of Canada.

Tv is Thailand's biggest ad medium

With just two television stations in Thailand (both in Bangkok) and a total of 35,000 sets in a population area of nine million, tv is still the country's greatest advertising medium, according to Pichai Vasnasong, TV director and producer from Thailand, who last week concluded a 10-day visit to New York as the guest of ABC-TV (BROADCASTING, Nov. 2).

In line with current thinking on overseas expansion of U.S. television program interests (LEAD STORY, Sept. 21) Mr. Vasnasong said that if television's growth is to be speeded up in Southeast Asia, there must be more trained technicians and the outmoded electrical systems must be modernized. Nonetheless, tv gets approximately 50% of Thailand's advertising budgets, he said. Radio, newspapers, magazines and billboards split the rest. By the end of 1960, when there will be three new tv stations, coverage will include 80% of the nation's 23 million people, the ABC-TV guest said.

HST-TV Bangkok, the state-owned station which employs Mr. Vasnasong, works on a 60-40 plan; selling 60% of its time commercially, and devoting the remainder to public service program-

ming such as information on agriculture, health and education. An advertiser may take two kinds of time buys; either a one-minute commercial inserted in a back-to-back lineup of five or six commercials, or a standard half-hour program buy. All half-hour filmed shows in Thailand are U.S. product. One-minute commercials cost approximately $30, while the half-hour filmed show costs $120. HST-TV pays $50 to $55 per film, but after adding transportation and insurance costs, the station makes about $30 on the half-hour, Mr. Vasnasong reported.

• Abroad in brief

Potter in England • Peter Potter, whose *Juke Box Jury* tv show has been telecast in Los Angeles and by network, has leased rights to the show for viewing in England, France, Germany, Sweden and Norway. The show will be telecast twice weekly in England. Emcee, panelists and records will be supplied by the country it plays in.

Jamming • No official reference to Soviet jamming of U.S., British, French or other short wave broadcasts has been made during the International Telecommunications Conference in Geneva since it began Aug. 17, despite acknowledged fact that these are in derrogation of international treaties. Reason: subject is political and regarded as outside jurisdiction of technical conference. It's generally understood this sensitive subject is being handled at "highest level" which means President Eisenhower and Premier Khrushchev. It was discussed during the Soviet chief's visit to U. S. last month, and presumably conversations will be resumed next Spring in Moscow.

Three new stations • Trans-Ocean Radio and Television Representatives have been appointed reps for three new radio stations: CFLM La Tuque, Que., which went on the air last month; CJLR Quebec City, aiming at mid-November as a starting date; CHQM, Vancouver, which plans to be operating by Dec. 1.

Stovin-Byles has been appointed national representative of new radio station CJME Regina.

Tv quiz • Like their U.S. counterparts, most newspapers in Great Britain played up—mainly on Page 1—cable reports of the U.S. House Legislative Oversight Subcommittee inquiry into quiz programs. British press, with few exceptions, relish opportunity to crack tv, even though important segments own interests in program contractor companies which have made big money for them in commercial tv.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 28 through Nov. 3. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequncy. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—Specified hours. *—educational. Ann.—Announced.

Existing Tv Stations

ACTION BY FCC

***KNME-TV Albuquerque, N.M.**—By letter, waived Sec. 3.651(c) and extended authority for six months to utilize aur. trans. of KNME-TV for transmitting stereophonic sound broadcasts two hours per week in conjunction with KHFM (FM) Albuquerque. Comrs. Bartley and Lee dissented. Ann. Oct. 29.

CALL LETTERS ASSIGNED

*WFSU - TV Tallahassee, Fla. — Florida State U.

KCBY-TV Coos Bay, Ore.—Pacific Television Inc.

*KCTS (TV) Seattle, Wash.—U. of Washington.

WTAP-TV Parkersburg, W.Va. — Zanesville Publishing Co. Changed from WTAP (TV).

Tv Translators

ACTION BY FCC

Renville County Tv Corp., Olivia, Minn.—Granted applications for two new tv translator stations on ch. 71 to translate programs of KSTP-TV (ch. 5) St. Paul, and ch. 79 to translate programs of KMSP-TV (ch. 9) Minneapolis. Ann. Oct. 29.

New Am Stations

APPLICATIONS

Jonesboro, Ark.—Jonesboro Bcstg. Service 1600 kc, 500 w D. P.O. address 1547 Maplewood, Memphis 8, Tenn. Estimated construction cost $12,354, first year operating cost $37,200, revenue $47,320. Applicant is **Earl W. Daly** who is general manager of WHEY Millington, Tenn. Ann. Oct. 29.

Ukiah, Calif.—Ukiah Radio 1300 kc, 5 kw D. P.O. address 701 9th St., Crescent City, Calif. Estimated construction cost $25,100, first year operating cost $54,000, revenue $66,000. Applicants are **Joseph F. Sheridan** and **Norman R. Oberst**, equal partners. Mr. Sheridan is owner of KURY Brookings, Ore., where Mr. Oberst is manager. Ann. Oct. 29.

Jacksonville, Fla.—B. F. J. Timm 970 kc, 1 kw D. P.O. address Box 101 Douglas, Ga. Estimated construction cost $10,000, first year operating cost $48,000, revenue $72,000. Applicant has 49% interest in WTIF Tifton, Ga. Ann. Nov. 3.

Americus, Ga.—Sumter Bcstg. Co. 1390 kc, 5 kw D. P.O. address % L.E. Gradick, 987 Mt. Paran Rd., NW., Atlanta, Ga. Estimated construction cost $10,300, first year operating cost $26,000, revenue $38,000. Applicants are **John F. Frew, Robert E. Lashley, Leslie E. Gradick Jr.,** and **Robert E. Lashley Jr.,** all 25%. Mr. Frew has 50% interest in WPLK Rockmart, Ga. R.E. Lashley is employe of post office. Mr. Gradick has 50% interest in WPLK and ⅓ ownership of WLAW Lawrenceville, Ga. R.E. Lashley Jr. is consulting engineer. Ann. Oct. 30.

Nampa, Idaho — Chester C. Whittington 1340 kc, 250 w D, 1 kw N. P.O. address Box 826, Nampa, Idaho. Estimated construction cost $10,274, first year operating cost $24,000, revenue $36,000. Applicant is minister. Ann. Oct. 28.

Wood River, Ill.—Madison County Bcstg. Co. 590 kc, 500 w D. P.O. address 210 Washington St., Beardstown, Ill. Estimated construction cost $52,301, first year operating cost $48,000, revenue $54,000. Applicants are **Robert W.** and **Margareta S. Sudbrink,** 51% and 49% respectively, who are equal partners in WRMS Beardstown, Ill. Ann. Nov. 3.

Corbin, Ky.—Tri-County Bcstg. Co. 1330 kc, 5 kw D. P.O. address % Beckham Garland, Barbourville, Ky. Estimated construction cost $47,606, first year operating cost $34,382, revenue $48,500. Applicants are **Beckham Garland, Floyd Sowders** and **Clarence T. Sams,** 33⅓% each. Mr. Garland is retail store owner. Mr. Sowders is restaurant owner. Mr. Sams is in construction business. Ann. Oct. 28.

Morse Cave, Ky.—Twin City Bcstg. Co. 1030 kc, 500 w D. P.O. address % Wayne Sims, Box 356, Munfordville, Ky. Estimated construction cost $15,782, first year operating cost $33,000, revenue $36,000. Applicant

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is **James Kenneth Bale** who has no other broadcast interests. Ann. Oct. 28.

Lafayette, La.—James A. Noe 1270 kc, 1 kw D. P.O. address Box 1472 Monroe, La. Estimated construction cost $127,869, first year operating cost $120,000, revenue $150,000. Applicant is owner of KNOE-AM-TV Monroe and WNOE New Orleans, both Louisiana. Ann. Oct. 28.

Holly, Mich.—Barsland Inc. 1530 kc, 1 kw DA. P.O. address Box 146, Holly, Mich. Estimated construction cost $34,962. Applicant is **Fred D. Barton** who is in real estate business. Ann. Nov. 3.

Norwood, Ohio — Massillon Bcstg. Inc. 1320 kc, 500 w D. P.O. address Suite 102, 103, 103-A, Massillon Drive-In Motel, Massillon, Ohio. Estimated construction cost $76,159, first year operating cost $78,000, revenue $84,000. Principals are **Joel W. Rosenblum,** 85%, and **Paul F. Rex,** 15%. Mr. Rosenblum is owner of WACB Kittanning, and 51% owner of WISR Butler, both Pennsylvania. He is also 85% owner of WTIG Massillon, Ohio. Mr. Rex owns 15% of WTIG, where he is employed. Ann. Oct. 30.

Lakeview, Ore.—E.J. Van Scyoc 990 kc, 1 kw D. P.O. address Rt. 1 Box 222 Glenn, Calif. Estimated construction cost $7,650, first year operating cost $36,000, revenue $48,000. Applicant is postal employee. Ann. Oct. 30.

Trenton, Tenn.—Trenton Bcstg. Co. 1530 kc, 1 kw D. P.O. address Trenton, Tenn. Estimated construction cost $20,850, first year operating cost $30,000, revenue $36,000. Principals are **Aaron B. Robinson Jr.** 60% and **William N. Brown** and **Edward B. Fritts** 20% each. Mr. Robinson is student. Mr. Brown is salesman. Mr. Fritts is station manager of WENK Union City, Tenn. Ann. Nov. 2.

Port Arthur, Tex.—KWEN Bcstg. Co. 1510 kc, 1 kw D. P.O. address 3119 16th St., Port Arthur, Tex. Estimated construction cost $23,165, first year operating cost $70,000, revenue $78,500. Applicants are **Felix S. Joynt** and **James H. Joynt** 50% each. Messrs. Joynt are equal partners in appliance business. Ann. Oct. 29.

Ft. Atkinson, Wis. — Jefferson County Bcstg. Co. 940 kc, 1 kw D. P.O. address % WFAW Ft. Atkinson, Wis. First year operating cost $84,000, revenue $120,000. Principal applicants are **William S. Shepherd** and **Robert K. Brown,** 25% each. Mr. Shepherd is employe of WBEL Beloit. Mr. Brown has 25% interest in WFAW (FM) Ft. Atkinson. Ann. Oct. 29.

Ft. Atkinson, Wis.—Don L. Huber 940 kc, 500 w D. P.O. address 38-30 Douglaston Parkway, Douglaston, N.Y. Estimated construction cost $27,585, first year operating cost $60,000, revenue $66,000. Applicant is regional manager of Radio Advertising Bureau, N.Y. Ann. Nov. 3.

Madison, Wis.—Don L. Huber 920 kc, 1 kw D. P.O. address 38-30 Douglaston Parkway, Douglaston, N.Y. Estimated construction cost $40,206, first year operating cost $61,000, revenue $72,000. Applicant is regional manager of Radio Advertising Bureau, N.Y. Ann. Oct. 29.

Existing Am Stations

ACTIONS BY FCC

KOTN Pine Bluff, Ark.—By letter, denied request for waiver of Sec. 1.308 and returned application to increase daytime power from 250 w to 1 kw, without prejudice to resubmission, accompanied by any necessary petition for waiver, upon alleviation of objectionable conditions by either dismissal or amendment of its application to move station to Brinkley and application by B.J. Parrish (now owner of 99% of stock) for new am station on 540 kc in Pine Bluff. Ann. Oct. 29.

KXAR Hope, Ark.—Granted application for mod. of license to change hours of operation from unl. to daytime specified hours. Ann. Oct. 29.

KPOP Los Angeles, Calif.—On petition by applicant, removed from pending file and granted application to increase power from 5 kw to 50 kw, with DA-1, continuing daytime operation on 1020 kc, limited time to KDKA Pittsburgh, Pa.; engineering conditions. Comrs. Lee and Ford dissented. Ann. Oct. 29.

KXOA Sacramento, Calif. — Granted increase in daytime power from 1 kw to 5 kw and change from DA-N to DA-2, continuing operation on 1470 kc, 1 kw-N; engineering conditions. Ann. Oct. 29.

KPAT Idaho Falls, Idaho—Is being advised that, unless it requests hearing within 20 days, its application for further extension of time to construct station will be dismissed and cp cancelled. Ann. Oct. 29.

WOKK Meridian, Miss.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; remote control permitted. Ann. Oct. 29.

APPLICATIONS

KCHV Coachella, Calif. — Cp to change hours of operation from daytime to unl. using power of 1 kw N, 5 kw D; install DA-2; and new trans. (970 kc). Ann. Nov. 2.

KHJ Hollywood, Calif.—Mod. of license to change station location from Hollywood, Calif., to Los Angeles, Calif. (main and aux.) 930 kc). Ann. Oct. 28.

KAFP Petaluma, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Oct. 28.

KNBA Vallejo, Calif. — Cp to increase power from 250 w to 1 kw and install new trans. (1190 kc). Ann. Oct. 28.

WTMP Tampa, Fla.—Cp to change hours of operation from D to unl. using power of 1 kw, 5 kw LS, change from DA D to (DA-2), change ant.-trans., studio and station location from Tampa, Fla. to Temple Terrace, Fla. (1150 kc). Ann. Oct. 30.

KIUL Garden City, Kan.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of Sec. 3.28 (c) of rules.) (1240 kc.) Ann. Nov. 2.

WJIM Lansing, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Nov. 3.

KGFW Kearney, Neb. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Nov. 3.

WFLY-FM Troy, N.Y.—Cp to change frequency from 92.3 mc to 92.5 mc, and change channels from 222 to 223. Ann. Oct. 28.

WSOC Charlotte, N.C. — Cp to increase daytime power from 250 w to 1 kw, install DA system for daytime and install new trans. (1240 kc). Ann. Nov. 3.

WMGW Meadville, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Nov. 2.

WTTN Tyrone, Pa.—Mod. of cp which authorized change frequency, change hours of operation, decrease power and install new trans. to increase daytime power from 250 w to 1 kw and install new trans. for daytime use (two main trans.) (1340 kc). Ann. Nov. 3.

KIJV Huron, S.D.—Cp to increase daytime power from 250 w to 1 kw, install DA D and new trans. (1340 kc). Ann. Nov. 3.

KVIL Highland Park, Tex.—Mod. of cp which authorized new standard broadcast station to increase power from 500 w to 1 kw (1150 kc). Ann. Oct. 30.

KETX Livingston, Tex.—Cp to increase power from 1 kw to 5 kw and install new trans. (1440 kc). Ann. Nov. 2.

KURA Moab, Utah—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc-. Ann. Oct. 28.

WDTI Danville, Va.—Cp to increase power from 500 w to 1 kw (970 kc). Ann. Oct. 28.

WOKY Milwaukee, Wis.—Cp to increase daytime power from 1 kw to 5 kw, change from employing DA-1 to DA-2 and install new trans. (920 kc). Ann. Nov. 3.

KFBC Cheyenne, Wyo. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Nov. 3.

KRAL Rawlins, Wyo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Nov. 2.

CALL LETTERS ASSIGNED

KPLY Crescent City, Calif. — Del Norte Bcstg. Co. Changed from KCRE.

KMET Paradise, Calif.—Paradise Bcstrs. Changed from KEYI.

WPAP Fernandina Beach, Fla.—Rowland Radio Inc. Changed from WFBF.

WEGP Presque Isle, Me. — Presque Isle Radio Co.

WTRX Flint, Mich. — Booth Bcstg. Co. Changed from WBBC.

KOHI St. Helens, Ore. — L. Berencie Brownlow. Changed from KSTH.

WLIJ Shelbyville, Tenn.—Arthur Wilkerson. Changed from WHJA.

KCTA Corpus Christi, Tex.—Bcstrs. Inc. Changed from KATR.

WTAP Parkersburg, W.Va. — Zanesville Publishing Co. Changed from WCOM.

WISM Madison, Wis.—Heart O'Wisconsin Bcstrs. Inc. Changed from WISZ.

KSHY Cheyenne, Wyo.—Robert L. Howsam.

New Fm Stations

APPLICATIONS

North Little Rock, Ark.—Arkansas Valley Bcstg. Co., 101.1 mc, 24.63 kw. P.O. address Box 423 N. Little Rock, Ark. Estimated construction cost $18,728, first year operating cost $6,000, revenue $7,500. Principal is **Claude Carpenter** who is president of KDXE Little Rock. Applicant station will duplicate KDXE programming. Ann. Oct. 30.

Aurora, Ill.—WMRO, 104.7 mc, 3.6 kw. P.O. address 184 S. River St., Aurora, Ill. Estimated construction cost $15,318, first year operating cost $80,000, revenue $100,000. Applicants are **Vincent G. Cofey** and

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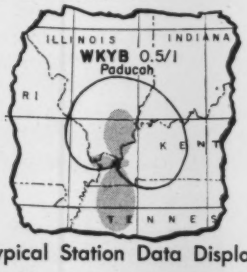

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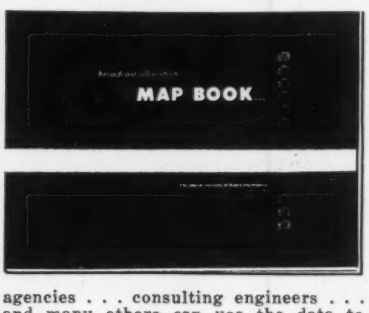

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Benjamin A. Oswalt, equal partners in WMRO Aurora. Applicant station will duplicate WMRO programming. Ann. Oct. 30.

Highland Park, Ill.—Elizabeth G. Coughlan, 103.1 mc, 1.0 kw. P.O. address 1 South 707 Schaffner Rd., Wheaton, Ill. Estimated construction cost $16,795, first year operating cost $24,800, revenue $30,200. Applicant is free lance writer. Ann. Oct. 30.

Skokie, Ill.—M. Earlene Stebbins (Mrs. Russell G.), 98.3 mc, kc, 1 kw. P.O. address 9244 Avers Ave., Skokie, Ill. Estimated construction cost $14,650, first year operating cost $37,695, revenue $40,000. Applicant is secretary. Her late husband was local sales manager of WNBQ-TV Chicago. Ann Oct. 29.

Princeton, Ind.—Princeton Bcstg. Co., 98.1 mc, 6.68 kw. P.O. address Outer West Broadway, Princeton, Ind. Estimated construction cost $7,900, first year operating cost $5,000, revenue $6,500. Applicant station will duplicate WRAY Princeton, Ind. Principal is **M.R. Lankford,** who is general manager of WRAY. Ann. Oct. 28.

Detroit, Mich.—Plains Radio Bcstg. Co., 98.7 mc, 8.7 kw. P.O. address Amarillo, Tex. Estimated construction cost $30,317, first year operating cost $36,000, revenue $45,000. **Globe-News Publishing Inc.** owns 31% of Plains Radio Bcstg. Co. and is licensee of KGNC-TV Amarillo. Plains Radio Bcstg. Co. is licensee of KGNC-AM-FM Amarillo, KFYO Lubbock, both Texas. Ann. Oct. 28.

Mt. Clemens, Mich.—Wright & Maltz Inc., 162.7 mc, 0.7 kw. P.O. address % WBRB 234 South Gratiot, Mt. Clemens, Mich. Estimated construction cost $11,222. Applicants are licensees of WBRB Mt. Clemens. Fm will duplicate am programming. Ann. Oct. 28.

St. Louis, Mo.—Hess-Hawkins Co., 101.1 mc, 37.4 kw. P.O. address 561 Grand Ave., Brooklyn, N.Y. Estimated construction cost $28,500, first year operating cost $30,000, revenue $40,000. Hess-Hawkins Co. owns WAMV St. Louis. Applicant fm will duplicate am programming. Ann. Nov. 3.

St. Louis, Mo.—Radio Station WIL, 92.3 mc, kc. 22.5 kw. P.O. address % H&E Balaban Corp. 190 N. State St. Chicago 1, Ill. Estimated construction cost $30,808, first year operating cost $30,000, revenue $35,000. Principal applicants are **H&E. Balaban Corp.** and **Atlantic Brewing Co.,** 33⅓% each. Ann. Nov. 3.

Concord, N.C.—Concord Kannapolis Bcstg. Co., 99.9 mc. 1 kw. P.O. address Box 1321, Concord, N.C. Estimated construction cost $8,440, first year operating cost $10,000, revenue $12,000. Principal is **Robert R. Hilker** who has interests in WCGS Belmont and WEGO Concord, both North Carolina. Ann. Oct. 28.

Rochester, N.Y.—State Bcstg. Inc. 100.5 mc, 5.08 kw. P.O. address 130 Clinton Ave. South, Rochester, N.Y. Estimated construction cost $12,040. Applicants are **Frank W. Miller Jr.** and **Lee W. Miller,** 50% each. Frank W. Miller Jr. is in publishing business. Ann. Oct. 29.

Syracuse, N.Y.—Meredith Syracuse Radio Corp., 102.5 mc, 8.835 kw. P.O. address 511 Loew Bldg., Syracuse, N.Y. Estimated construction cost $24,024, first year operating cost $10,000, revenue $10,000. Applicant is **Meredith Engineering Co.** (an Iowa corp.) Meredith is licensee of KCMO-AM-TV Kansas City, Mo., KPHO-AM-FM-TV Phoenix, and permittee of WHEN-AM-TV Syracuse, KRMG Tulsa, Okla., and WOW-AM-FM-TV Omaha, Neb. Ann. Oct. 28.

Milwaukee, Wis.—Music-Air Inc., 104.7 mc, 16.65 kw. P.O. address 606 W. Wisconsin Ave., Milwaukee, Wis. Estimated construction cost $24,595, first year operating cost $27,600, revenue $30,000. Principals are **Larry C. LaRue** and **John E. Dieringer** 49% each, who have multiplexing background music company in Milwaukee area. Ann. Nov. 2.

Watertown, Wis. 104.7 mc, 3.034 kw. P.O. address 104 W. Main St., Watertown, Wis. Estimated construction cost $10,000. Applicant is **Carl V. Kolata** who is 50% owner of WTTN Watertown. Applicant station will duplicate WTTN programming. Ann. Nov. 3.

Existing Fm Stations

ACTIONS BY FCC

WIFI (FM) Glenside, Pa.—Granted change in designation of station location to Philadelphia. No physical change in main studio and trans. locations. Ann. Oct. 29.

Following fm stations were granted SCA to engage in functional music operations on multiplex basis: Audiolab Co. (KSFM [FM]) Sacramento, Calif.; William John Kulinski (WVTS [FM]) Terre Haute, Ind., and progress Bcstg. Corp. (WHOM-FM) New York, N.Y. Ann. Oct. 29.

APPLICATIONS

KHJ-FM Hollywood, Calif.—Mod. of license to change station location from Hollywood, Calif. to Los Angeles, Calif. Ann. Oct. 28.

CALL LETTERS ASSIGNED

KPHO-FM Phoenix, Ariz.—Meredith Engineering Co.

KJLM (FM) San Diego, Calif.—E. Edward Jacobson. Changed from KDWD (FM).

KDB-FM Santa Barbara, Calif.—KDB Bcstg. Co.

WFLM (FM) Ft. Lauderdale, Fla.—Harold H. Heminger.

*WRHS (FM) Park Forest, Ill.—Rich Township High School.

WCBC-FM Anderson, Ind.—Civic Bcstg. Corp.

WISK (FM) Medford, Mass.—Conant Bcstg. Co. Changed from WHIL-FM.

WBBF-FM Rochester, N.Y.—WBBF Inc.

WOOC (FM) Cleveland Hts., Ohio—Friendly Bcstg. Co. Changed from WJMO-FM.

KGMG (FM) Portland, Ore.—International Good Music Inc.

WAEB-FM Allentown, Pa.—WAEB Bcstrs. Inc.

WHIM-FM Providence, R.I.—Buckley-Jaeger Bcstg. Corp.

WISM-FM Madison, Wis.—Heart O'Wisconsin Bcstrs. Inc. Changed from WISZ-FM.

WRIT-FM Milwaukee, Wis.—Radio Milwaukee Inc.

Ownership Changes

ACTIONS BY FCC

KPOL-AM-FM Los Angeles, Calif.—Granted transfer of control to **H.R. Murchison** as individual and as voting trustee for **Kenneth** and **Clara Murchison Foundation;** stock transaction. Ann. Oct. 29.

KMSP-TV Minneapolis, Minn.—Granted transfer of control to **Twentieth Century-Fox Television Inc.;** consideration $3,500,000. Transferee is wholly owned by Twentieth Century-Fox Film Corp. which itself has no other broadcast interest though James A. Van Fleet, a stockholder, has interest in KBTV-TV, Denver. Ann. Oct. 29.

WMFD Wilmington, N.C.—Granted assignment of license to **Dunlea Bcstg. Industries Inc.** (Dunlea family group); stock transaction. Ann Oct. 29.

KBCH Oceanlake, Ore.—Granted assignment of license to **Yaquina Radio Inc.** (KNPT Newport, Ore.); consideration 5-year rental at $750 per month with option to purchase after first year for $55,000. Ann. Oct. 29.

KSOO Sioux Falls, S.D.—Granted (1) renewal of license and (2) assignment of of license to **KSOO TV Inc.** (KSOO-TV ch. 13 Sioux Falls); consideration $183,333. Ann. Oct. 29.

WBIR-AM-FM-TV Knoxville, Tenn.—Granted transfer of control from **Gilmore N. Nunn, Martha H.** and **Robert L. Ashe** and **John P. Hart** to **Taft Bcstg. Co.** (now 30% owner); consideration $2,100,000 for remaining 70% interest. Taft Bcstg. Co. is licensee of WKRC-AM-FM-TV Cincinnati, Ohio; WTVN-AM-TV, Columbus, Ohio; WBRC-AM-FM-TV, Birmingham, Ala., and WKYT-TV Lexington, Ky. Ann. Oct. 29.

KNEL Brady, Tex.—Granted assignment of license to **Edward L. Williams** and **E.J.** and **W.J. Harpole** d/b as **Brady Bcstrs;** consideration $27,500. Harpole brothers own KVOU Uvalde, and KEPS Eagle Pass, and have interest in KVOZ Laredo. Ann. Oct. 29.

KROD-AM-TV El Paso, Tex.—Granted assignment of licenses and cp to **Southwest States Inc.** (KVII-TV Amarillo); consideration $3,450,019. Comr. Bartley dissented. Ann. Oct. 29.

KUEN Wenatchee, Wash.—Granted assignment of license to **KUEN Inc. (Miller C. Robertson** and **Joseph S. Sample**; latter has majority interest in KOOK-AM-TV Billings, Mont.); consideration $105,000. Ann. Oct. 29.

APPLICATIONS

KCCL Paris, Ark.—Seeks assignment of cp from **Eulis W.** and **Bob W. Cochran** equal partners to **Cochran & Cochran Bcstg. Inc.** Change to corporation, no financial consideration involved. Ann. Oct. 28.

KGST Fresno, Calif.—Seeks assignment of license from **Jeanne Bacher** d/b/a **Delle Bcstg. Co.** to **Juan Mercado** for $250,000. Mr. Mercado was formerly sole owner of KGST from 1949-59. Ann Oct. 28.

KKIS Pittsburg, Calif.—Seeks assignment of license from **Contra Costa Bcstg. Corp.** to **Kay Kis Corp.** for $350,000. Principals are **WKAN Radio Inc.** 80%, stock voted by **Burrell L. Small,** 9.1%. **Len H. Small** also owns 9.1%. WKAN Radio Inc. is licensee of WKAN Kankakee, Ill. Burrell L. Small is co-editor and co-publisher of Kankakee *Daily Journal* newspaper, which owns all outstanding stock of Radio Rockford Inc., licensee of WRRR Rockford, Ill. Len H. Small is associate editor of *Daily Journal*. Messrs. Small have no individual stock

Continued on page 115

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Take off your ear-muffs . . . remove your rubbers . . . relax and listen to this heart-warming message. Here's your big chance to make the move to sunny California. We're building a brand new station (the second) in a California market that is really booming with a gigantic military installation. We need a manager, a sales manager, and sales staff. We'll pay top salaries . . . you'll have excellent opportunities for advancement with our expanding station group. You can name your own deal as manager or sales-manager if you are worth $750.00 per month guarantee plus some form of profit-sharing. Apply in detail (including photograph) to Box 961P, BROADCASTING. All replies treated with strictest confidence.

Pittsburgh area station wants experienced announcer with first class ticket who is seeking an opportunity to move into management. $120 per week to start. Must be competent announcer, married, have car, good employment history. Send audition tape, personal history employment record and photograph. Box 117R, BROADCASTING.

$15,000 a year plus % of profits. Southwestern full timer in city of 200,000. Requisite: Must currently be managing a station in the southwest. Don't ask for particulars. Send them to Box 197R, BROADCASTING.

Wanted . . . Radio station manager with sales ability. Place . . . new station Key West, Florida. Good salary and commission. Must have proven record and good references. Permanent and good future. Write giving full history and details. Applications confidential R. E. Hook. Aliceville, Ala.

Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

Aggressive, experienced radio salesman with at least 2 years fulltime radio selling experience. Only those with successful sales record need apply. Position in metropolitan market south Florida. Salary and commission open. Tell all in first letter, include references. Box 740P, BROADCASTING.

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesmen. Top station Washington, D.C. market. Box 867P, BROADCASTING.

Salesmen—Two—Excellent chance to earn top income and grow into management. We promote from within. Major and small market opportunity—seven stations. Box 954P, BROADCASTING.

We are a fast growing midwest multiple station organization that is expanding its sales staff. We want future management material to develop within the next three to five years. If you want an unusual opportunity with guaranteed salary and bonus plan plus a choice assignment of accounts, send complete resume. All replies confidential. Box 150R, BROADCASTING.

Texas kilowatt seeking salesman-announcer, with minimum five years experience, under 40, send complete resume Box 184R, BROADCASTING. $500.00 month plus commission.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Sales

Help Wanted—(Cont'd)

Metropolitan market. Aggressive, experienced radio salesman with at least two years radio selling wanted immediately. Salary and commission potential five figures. Call or write WAMP, Pittsburgh.

Young, aggressive salesman, with ambition to progress with growing small station chain. Can start now or first of year. Opportunity unlimited. Can easily make $7500 to $10,000 on salary-commission. Guarantee for 90 days. Prefer married man with some sales experience. WARF, Jasper, Alabama.

Experienced salesman desired or willing salesman who can produce. We are taking applications for combo or decent announcers. Reply WCLW, Mansfield, Ohio, LA 5-2333.

Young man willing to work number one station. Good list to work from. Future for right man. Write Station Manager at WTAC, Box 929, Flint, Michigan.

WWOL—Buffalo, New York, under new ownership is expanding its sales organization. If you've had experience in specialized radio sales, if you can take a specialized story to prospective clients and bring back the contracts, we will reciprocate with a guarantee, protected list and liberal commissions. Please write directly to Arnold C. Johnson, Vice President-General Manager, WWOL, 315 Main Street, Buffalo, New York.

Announcers

South Florida metropolitan market, Number 1 station, in beautiful city three miles from the Atlantic ocean, with wonderful living and working conditions, needs a swinging deejay at $135.00 a week. Send resume, tape at once to Box 591P, BROADCASTING.

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Wanted, two young, aggressive deejays, intelligent and willing to work. Some experience required. Medium size, competitive North Carolina market. Starting salary $60-$65. Successful operation, small turnover, great crew to work with. Send resume and tape. Box 957P, BROADCASTING.

Experienced announcer with first class ticket for Pittsburgh area station. $100 per week to start. Send audition tape, resume and photograph. Box 118R, BROADCASTING.

3 1st phone combo-announcers, no maintenance, top air salesman, only experienced wanted. Box 155R, BROADCASTING.

1 kw. Adult daytimer, western New York, featuring good music, responsible news, has immediate opening for mature announcer with bright happy sound who knows adult pops. Want air-salesman capable of authoritative newscasts, production spots. Station member rapidly expanding eastern chain. Send tape, resume, picture, salary requirements at once to Box 201R, BROADCASTING.

Announcer with first phone, no maintenance required, by central Florida station around first of year. Box 220R, BROADCASTING.

Opening immediately, southern Illinois station. Box 229R, BROADCASTING.

Opportunity with young southern chain for a promotion-minded announcer. Must like and know modern radio. Chance for advancement to program director and higher earnings. Send tape, photo, resume, and expected starting salary to Box 231R, BROADCASTING.

Announcers

Help Wanted—(Cont'd)

Newsman-announcer, uninterupted music operation near New York. Excellent working conditions. 40 hour week, $85, plus sales opportunity. Send background tape. Box 234R, BROADCASTING.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? See display ad in Help Wanted column.

Sportscaster-salesman for southwest small station market. Plenty play-by-play. Base plus commission. Write all first letter to Box 1681, Nogales, Arizona.

Staff announcer; versatile and experienced for network station. Send tape, picture, salary desired and complete resume. KCOL, Fort Collins, Colorado.

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Minnesota station has opening now for good announcer. Experience not too important. First phone means extra dollars. Only Minnesotans and midwesterners need apply. Wonderful community. Write or call collect to George Brooks, KOTE, Fergus Falls, Minnesota.

First phone announcer capable good technical mainteanance and announcing. $100 per week for right man. Send complete information and audition tape to WEPM, Martinsburg, W.Va.

Sales-announcer and 1st phone-announcer, Cocoa, Florida WEZY—Send tape, photo, details now. No snowbirds. Smooth, emphatic selling for the EZY sound.

Michigan independent wants experienced announcer-dj. Details and tape to WOAP, Owosso.

Staff announcer radio and tv. Experience necessary. Send tapes and pic George Bundener, WSAU-AM-TV, Wausau, Wisconsin.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Immediate opening for qualified newsman. Send tape, photo, resume, and pay expected. Ron Mires, WTTH, Port Huron, Michigan.

Announcer with previous station experience. Combo—no tapes. WVOS, Liberty, N.Y.

Announcers! Many openings-many markets. Experienced? Send tapes, resumes to Paul Baron, Manager, Broadcast Department, Maude Lennox Personnel Agency, 630 Fifth Avenue, New York 20, N.Y.

If you can do sports, news and willing to work, call Bob Joseph, 2-8231, Paducah, Kentucky.

Do you want bigger ratings, greater success, more money? Have them all! Develop your natural talent and imagination at writing clever, funny quips and chatter. Get this "Method Package"—only $5.95. Methods, P.O. Box 1, Elkhart, Indiana.

Announcers: Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

February 1st opening for combination engineer and announcer. Daytimer in northern New York. Box 132R, BROADCASTING.

Washington consulting firm needs engineer qualified in design and adjustment of Da Arrays. Please give qualifications, references and salary required. Box 139R, BROADCASTING.

Help Wanted—(Cont'd)

Technical

1,000 watt station has opening for chief engineer - combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Capable chief engineer-announcer. Announcing secondary. Established midwest daytimer. Quality music-news. Send resume. Box 177R, BROADCASTING.

Chief engineer wanted with experience in maintenance and repair of five kw directional. Ability to do bare minimum announcing helpful. Midwest city of 100,000. Send details to Box 179R, BROADCASTING.

Wanted: Chief engineer-announcer for 250 watt network station in South Carolina. Steady, dependable man will have good future with this progressive station. Send full details including photo and audition tape to Box 200R, BROADCASTING.

New fm station on Florida's Gold Coast needs first class engineer to supervise technical operations. Announcing or sales experience helpful. Rush complete resume and references to 611 Sweet Building, Fort Lauderdale, Florida.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Private secretary and girl Friday. Large metropolitan station. $80-$100 weekly. Box 866P, BROADCASTING.

Traffic director, large metropolitan station. Excellent pay. Box 868P, BROADCASTING.

College radio production manager; teach non-credit courses; supervise, direct student production, 8 weekly dramatic, variety, talk, sports programs on commercial stations. $500 month. Box 239R, BROADCASTING.

WWOL—Buffalo, New York, under new ownership, has need for experienced copywriter. Please send complete resume, photo and sample copy to Arnold C. Johnson, Vice President-General Manager, WWOL, 315 Main St., Buffalo, New York.

RADIO

Situations Wanted—Management

Station manager or commercial manager available. **Finest references from employer. Sale of station reason for move. Contact Box 960P, BROADCASTING.**

General manager, 10 years, sales B.A. Degree, first phone, family, 33, veteran. Prefer small towns, employed. No rush, want to settle. References. Box 138R, BROADCASTING.

One of the best young (35) station managers in the business wants a new opportunity. Three years major market radio. Five years major market television. Selling is my forte. Box 151R, BROADCASTING.

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 203R, BROADCASTING.

Management team: Two men. Can fill positions of management, programming, engineering, announcing and selling. Try us, we'll discuss any deal. Box 225R, BROADCASTING.

Manager. 14 years background in radio management, operation, sales. 35, family, sober, first phone. Hard worker for good permanent position. Can furnish partial crew including engineer. Prefer western states. Presently occupied and can arrange contact with present employer corporation for excellent reference. Box 228R, BROADCASTING.

Nine years in radio. Would like position as manager or announcer-salesman in medium to small country-type station. Box 237R, BROADCASTING.

Editorializing, handled intelligently, earns prestige/ratings! Outstanding commentator-newscaster, vast following, located top-market, highly recommended, seeking challenge where dynamic reporting, news/depth, commentaries desired. Extensive background radio-tv, managerial, operations, programming. Box 238R, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Sales manager with experience in both am and fm seeks opening with opportunity. Box 216R, BROADCASTING.

Radio-television experienced sales and management. Looking for opportunity with future. Moving due family health, not available for desert climate. Monte Strohl, Cascade Broadcasting, Yakima, Washington.

Announcers

Sportscaster — Wants basketball, baseball, football situation. Married, college, vet, experienced. Box 137R, BROADCASTING.

1st phone plus radio-tv degree. Strong on sports and news. Young and experienced. Box 171R, BROADCASTING.

Announcer. Adult music. News, DJ. Commercials. Cooperative. Creative. Tape available. Box 183R, BROADCASTING.

Gal wants chance for air work. Can write commercials too. Box 202R, BROADCASTING.

Personality-dj. Versatile. Experienced. Creative, gimmicks, commercials. References, tape available. Box 204R, BROADCASTING.

Top rated dj, 9 years. Family. Wishes relocation. TV experience. Box 205R, BROADCASTING.

Negro dj, short on experience, long on ambition. Hard worker. Have tapes, will relocate. Box 209R, BROADCASTING.

Personality-dj, newsman, 25, proven sales record. Pentecostal family man seeking morning gospel program. Employed, mature selling voice. Minimum $150. Box 218R, BROADCASTING.

First ticket, can sell, yak, fix or spin. Mature, married, pleasant looks. Prefer midwest. Box 219R, BROADCASTING.

Attention Miami area. Are you the victim of rating decimal points? Can convert them to right side. Will boost your ratings and fill your log. Nine (9) years experience as top personality dee-jay in one of countries top ten markets. Looking to connect with progressive swinging station. Have top agency references. A professional audience getter. Top references. Married, two children. Tape, resume, photos available. Write to Box 222R, BROADCASTING.

Experienced negro personality dj—top ratings—relocate east, northeast. Box 227R, BROADCASTING.

Fed up to here with fast turn-over operations. Want job with future now. Top 40 dj, over 2 years. 26, married, vet. Box 232R, BROADCASTING.

Top Pulse rated deejay, 5 years experience, married, vet, 1st phone. Wants change, no maintenance. Box 233R, BROADCASTING.

"The Voice in the Night" is back! And you can have her. Box 235R, BROADCASTING.

Is your Pulse weak? After a few months of my health treatment you'll find Pulse getting stronger all the time. Proven ability as top-rated swinging deejay in top ten major market for past eight years. Interested in moving to L.A. area only. Highest agency references. Winner of many well known awards. College-educated for future managerial responsibilities. Age 29, married, two children. Tape, resume, photos available. Write to Box 221R, BROADCASTING.

No experience, no license, 3 months school trained announcer. Well educated, traveled, non-drinker, stable, 32, wants announcers job. No tapes. Excellent voice. 1615 N. Wilcox Ave., Box 2021, Hollywood, California.

Young, ambitious announcer desires work in Pennsylvania or Ohio. Qualifications, broadcasting school graduate and some experience. Call Somerset, Pennsylvania, 8134.

Young married man wants job in radio. Some play-by-play experience, professional broadcasting school graduate and two years college. Write Box 371, Oneida, Illinois.

Announcer 2 years experience, married, 22, available immediately Joe Baker, 406 Sanders, Fort Payne, Alabama.

Situations Wanted—(Cont'd)

Announcers

Announcer, dj. 1 year experience, ambitious, willing to travel immediately. Best references. Frank Mailard, 1301 Troupe St., Bainbridge, Georgia. Ch 6-3541.

Colored. Beginner dj. Experience in sales, control board operation. Willing to travel. Telephone AC 2-5846. Address—Mel Placide, 121 St. Nickolas Ave., New York 26, N.Y.

Seven years experience. 3rd license only. Wants announcers job. Don Wheeler, 7021 Hollywood Blvd., Hollywood, California.

Technical

Chief engineer-announcer. 150 mile radius of Raleigh, North Carolina. 13 years experience as engineer, all phases, 7 years as combo. Minimum start $125 per week. Box 215R, BROADCASTING.

Production-Programming, Other

14 for the price of 1—Copy, promo, traffic, news, sales and administration experience; do 8 voice show and spots. 32, married, can invest if right. Making $6.500. Best references. Box 236R, BROADCASTING.

Newsman: Thoroughly experienced behind-the-scenes newsman on news desk and mobile unit looking for challenging and rewarding job. No air work. College graduate, young and enthusiastic. No service obligations. Hard worker; no floater. Box 240R, BROADCASTING.

Image maker. Memo to representatives-multiple station owners: Profitably employed by wonderfully successful major market station. Have insatiable desire to become programming and promotion consultant for large representative. Add sparkle to all your stations—make them contenders. Multiple owners—guarantee to provide creative hand at helm making weak properties strong—strong properties unbeatable. Box 241R, BROADCASTING.

Male copywriter with ability to service accounts. Have both tv and radio experience. Ellis Babcock, 33 North Street, Pulaski, N.Y.

Girl—McLendon experience: Program director, production-continuity director, promotion, dj. Single. Freed, 123 East Locust, San Antonio, Texas. PE 5-1888; PE 5-6744.

Local news reporter, wire editor. Excellent courthouse, city hall, political, other sources. Plenty experience, hard worker, sober, best references. Average on newscasting, continuity, station chores. Four years present job, until ownership change. Need $100 weekly. Address: Reporter, Box 686, Carlsbad, N.M.

TELEVISION

Help Wanted—Sales

Young, aggressive television salesman needed immediately. Must have proven background. Position offers future with unlimited earnings. Apply only if you are not afraid to work and enjoy living in small community. We are a new station affiliated with CBS. Address all correspondence to Sales manager, KBLR Radio-TV, Goodland, Kansas.

TELEVISION

Announcers

Staff announcer radio and tv. Experience necessary. Send tapes and pic George Bundener, WSAU-AM-TV, Wausau, Wisconsin.

Technical

Wanted: Good licensed transmitter engineer. Live in good town enjoy good working conditions. Interested only in man now living in southwest. Write giving full background and experience to KBTX-TV, Box 3237, Bryan, Texas.

Help Wanted—(Cont'd)

Technical

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Immediate opening for continuity writer—experience necessary, emphasis on creativity. Send resume, photo, sample copy to Paul Jensen, KOLN-TV, Lincoln, Nebraska.

Creative writer for northern Illinois television station. Television experience not necessary, must have radio background. Will join staff of three. Prefer applicant from Illinois, Wisconsin, Indiana, Iowa area. Send complete details to John W. Kelin, WTVO, Box 470, Rockford, Illinois.

TELEVISION

Situations Wanted—Announcers

1st phone plus radio-tv degree. Strong on sports and news. Young and experienced. Box 171R, BROADCASTING.

Attention California. TV announcer producer. Well qualified, 5 years major market, some net experience. Masters degree. Strongest on music and audience participation shows. Good on ad lib. Excellent west coast references. Write Box 174R, BROADCASTING.

Television personality. MC, dance host, radio dj, children's character, excellent on-camera commercials. Ten years experience. Employed major market. Family, college degree. Box 175R, BROADCASTING.

Experienced news director, sports, staff announcer. Mature voice. Box 208R, BROADCASTING.

12 years broadcasting experience. 5 exclusively in tv, all phases. Major emphasis on news. If your market is 300,000 or more, let me give you full details. Box 211R, BROADCASTING.

Technical

Chief engineer — 10 years experience. Proven record. Presently assistant chief. Strong on planning, construction. Six years in present job. Box 952P, BROADCASTING.

Will trade eleven years experience in tv maintenance, operations and administration, for supervisory position in solid medium size station. Box 141R, BROADCASTING.

Twelve years experience all phases tv. Presently employed as chief engineer but would like to relocate with station with a future. Supervisory job considered. Box 195R, BROADCASTING.

12 years experience, am-fm-tv planning, construction, maintenance, operation, studio, transmitter, 4 years supervisory, 4 years chief, 35 years old. Box 196R, BROADCASTING.

FOR SALE

Equipment

RCA microwave TTR-1 modified transmitter and receiver with audio modulator and demodulator in excellent condition. Box 206R, BROADCASTING.

GE 12 bay batwing tv antenna Channel 7 convertible to Channel 8. Excellent condition. Very reasonable. Box 207R, BROADCASTING.

Magnecord P75 tape transport and amplifier with cases. Never used—too bulky for public school. Three microphone inputs, 250 ohm input transformer. Cost $939—sell $795. Box 213R, BROADCASTING.

Motorola two-way: Perfect for mobile news unit and spot news reports. 1 60w base station, with remote control unit; 1 40w mobile transmitter and receiver, plus antennas. All equipment in perfect condition, recent make. Presently licensed for business radio frequency, 151.775 mcs., operating with regulation 5 kc. deviation. Priced for immediate sale. Box 214R, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

431' **Blaw-Knox,** type N16 tower. In excellent condition. Tower equipped with tower mount for 12 bay super turnstile. Contact J.V. Sanderson, Chief Engineer, WAPI-TV Birmingham, Alabama.

RCA field strength meter type WX-20 used less than 50 hours. Excellent condition, new batteries. Cost $750.00, best offer over $500.00 takes it. Contact Bob Greenhoe, WBCH, Hastings, Michigan.

1 kw Collins 20k am transmitter. Good condition. Spare tubes. Available immediately. Priced to sell. Paul F. McRoy, Mgr., WCIL, Carbondale, Ill.

Two used 1 kw transmitters. 1, just replaced by new unit licensed on 1330 kc, complete with crystals, Collins exciter and final, balance composite using 833's. 2, formerly licensed, composit construction using 833's. Best offer takes both units fob, WETZ, New Martinsville, West Virginia. Contact Harry G. Bright, GLadstone 5-3030.

Equipment for complete fm station—Collins 250 watts transmitter (94.5 mc), antenna, modulation monitor, frequency monitor. Also Rust remote equipment. Will sell complete fm station equipment very cheap. By purchasing this equipment you can go fm cheaper than you ever believed possible. Contact Radio Station WFSC, Franklin, North Carolina.

10 kw Western Electric amplifier portion 506B-2 fm transmitter. P. K. Baldwin, WHDH, Incorporated, 6 St. James Avenue, Boston, Massachusetts.

Collins 21A 5 kw transmitter maintained in original condition, only factory-approved modifications, now operating. Excellent quality. Ten years old. Price $4,000. Terms. Address Radio Station WISE, Box 75, Scenic Highway, Asheville, N.C.

RCA 3-bay, Channel 3 (or 2) tv antenna. 150-ft., 40-lb. heavy-duty Ideco tower. 320 ft. 3⅛" Com. Products coaxial line, elbows, hangers, fittings, etc. All in excellent condition, in use atop downtown office building. Sell less than half cost. WSAV-TV, Savannah, Georgia.

Magnecorders, Rek-O-Kut cutter and other recording items. Write for list. Matson, Box 8203, San Antonio, Texas.

Broadcast transmitter Gates model BC 250GY; 1 spare part kit with crystal for operation on 550 kc. New condition. Box B 1618, 125 W. 41 St., NYC.

For sale transmitter tower. 150' Blaw-Knox, galvanized, self-supporting tower. Complete with insulators, beacon, side lights, flasher, etc. Carefully dismantled and ready to ship. $1600.00. Berwinkle Co., Raven Rock, W. Va.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE. 9-6100.

Magnecord PT6-V with accessories. $200.00. Dan Ian, 420 Pelhamdale Ave., Pelham Manor, N.Y. ORegon 9-3810.

Two 198-foot antenna towers, guyed-type, pivot base, triangular, 20-ft. bolted sections, with lights, transmission lines, etc. Formerly KSBW-AM. In place, Salinas, California. Must be removed. Bid opening December 15, 1959, for either or both. For bid forms contact Division of Highways, Box 841, San Luis Obispo, California Attention: J. F. Powell, telephone Liberty 3-6000.

One model MBC—20 Multiplex exciter with two subchannels, 41 kc and 67 kc. Used about six months. Top care and condition while in service. Withdrawing from Multiplex operation. Entire installation cost about $10,000. Make offer. Radio Broadcasting Co., 18th Floor, Inquirer Bldg., Philadelphia 30, Pa.

WANTED TO BUY

Stations

Let me invest in, purchase or lease your station. Young, profitably successful manager of the west seeks ownership in the west. Replies confidential. Box 162R, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Want to retire? Let me buy in and manage with eventual ownership in view. Twenty years experience in radio and tv. Prefer midwest or New England 250 station. Other locations definitely considered. Box 188R, BROADCASTING.

Want another station, midwest or southwest. $200,000 or under. Box 230R, BROADCASTING.

Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts, Telephone Glenview 5-5823.

Equipment

Gates or Collins audio console with at least 4 mike channels. Will repair if price is right. Write giving price, condition and age. Box 212R, BROADCASTING.

Wanted: Heavy duty tower, 250 to 300 foot, self-supporting. State make, type, price and details. Box 224R, BROADCASTING.

Wanted. Will buy pullers for model 900 Presto tape machines. Write Chief Engineer, Radio Station KATE, Albert Lea, Minnesota.

Used kinescope recording unit complete, good condition wanted. Send details to HCJB-TV, Quito, Ecuador.

Wanted: Three-speed instant start 16 inch turntable. Walter Broadhurst, WMOD, Moundsville, West Virginia.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

Wanted: Weston 30AX, BX, VU, modulation and frequency meters. N. K. Thompson, Millinockett, Maine.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 6, March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, 35, Texas.

MISCELLANEOUS

Plan Christmas spot campaigns now. We write, voice, record custom commercials. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Announcers

FIRST CLASS ANNOUNCER WITH FIRST CLASS TICKET

For first class Storz station. First class tape takes the job. Air mail to Grahame Richards—The Storz Stations—820 Kilpatrick Building, Omaha, Nebraska.

Announcers

ANNOUNCERS

LOSING JOBS? LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?

S.A.S. is the **ONLY** school in the east that offers **"PROFESSIONAL ADVANCED"** coaching, in all phases of **ANNOUNCING** . . . including **TIGHT FORMAT BOARD WORK.**

10 week course for those who can qualify . . . **AUDITION TAPE** included with course.

Remember . . . announcers . . . are **MADE** . . . not born. "Let us analyze your present audition tape, **THERE IS NO CHARGE.**"***

For information and brochure contact . . . **MR. KEITH . . . SU 7-6938.**

NEW YORK SCHOOL OF ANNOUNCING & SPEECH

160 West 73rd Street. *** BY APT. ONLY
New York 23, N.Y. SU 7-6938

Production-Programming, Others

FLORIDA

Program Director for highly competitive metropolitan market. Must know tight operation and be able to assume complete responsibility. Immediate opening, send complete resume.

Box 226R, BROADCASTING

RADIO

Situations Wanted

Production—Programming, Others

NEEDLE IN A HAYSTACK???

Well, that's what I'm looking for! Joining a live organization I can enjoy working with. Have 2 years of News Desk and Mobile News experience. Seek similar post: Writing, editing and legwork. I am 22, single and a college grad. Box 210R, BROADCASTING.

SECOND BANANA OF GREAT INDIE WANTS TOP SPOT!

Currently employed and successful executive wants the greater opportunities that come to the TOP BANANA in a major market. 20 years experience (10 as manager) provides full equipment to cope with the perpetual battle of SALES AND RATINGS. Excellent record-reputation and contacts in NATIONAL SALES! Showmanship! Merchandising! Promotion!

Box 242R, BROADCASTING

TELEVISION

Help Wanted—Announcers

TV NEWS PERSONALITY

For Major Midwest City of 350,000

Outstanding television network affiliate seeks polished, mature, experienced on-air news personality. Man sought must convey authority, both in appearance and presentation. He must be capable of becoming the leading television news personality of the city. In addition to the above talents, this man will have the ability to handle live, on-the-spot reportings, news gathering and writing. Motion picture and still camera skills preferred. Salary open . . . commensurate with ability. Submit complete resume, references, photo and kinescope (tape acceptable but kine will receive closer attention).

Box 223R, BROADCASTING

TELEVISION

Situations Wanted—Announcers

This picture was taken after my ninth year behind a microphone. Radio is not too wearing on a man, but there are those times while taking a second gulp at the watercooler, you hear the words "now back to your announcer"—or the sudden strange feeling when a slow speed transcription switches away at a devilish 78 RPM speed. Seriously-Radio has been good to me and I've been good to radio but I do want to enter the TV phase to broaden my experience in the communications field. Interviewing and news reporting are my specialties and selling a product comes naturally. A film, resume, pictures and letters of recommendation are yours for the asking. Contact Bruce Parsons, WCTC, New Brunswick, New Jersey. Telephone-Charter 7-1452 (6:00-PM to midnight). During day-call-South Orange 2-5912.

TELEVISION

Situations Wanted—Announcers

TV-RADIO PERSONALITY

Commercial, sports, news, music. Major league baseball announcer. 35, family. Films, tapes, references. Leaving New York City.

Box 198R, BROADCASTING

PROGRAMMING

Wanted to Buy

READY TO BUY SPOTS ON YOUR RADIO-TV STATION

If you have business news or other show slanted to investors. Write

Box 995P, BROADCASTING

FOR SALE

Equipment

LEADING TOP NAME BACKGROUND MUSIC FRANCHISE

Has had steady long term growth. Fine contract position. Almost no competition. Fabulous potential. Only $40,000 down gets you in on the ground floor of the subscription broadcasting industry.

Box 154R, BROADCASTING

RADIO RELAY TOWER

135 ft. Galvanized. Type "F". Self-supporting. Base, 17' 9" Square. Self-supporting and suitable for extension up to 195 ft. Used. Perfect condition. Will sacrifice for quick sale. Richmond Steel Company, 18th and East Byrd Streets, Richmond, Virginia.

3 Ampex model 401 in portable carrying cases $575.00 each

1 Presto 6N recorder and console—$425.00

424'—3⅛" coax line—$3.00 per foot

1 Federal field strength meter—recently recalibrated $325.00

1 Tapak portable recorder $125.00

SELLER:

Wayne Marcy

4007 Bellaire Blvd.
Houston 25, Texas

Miscellaneous

ATTENTION

Financial Editors and Investment News Commentators.

We are conducting a survey on the extent of financial news programs on Radio and Television. For details, please write,

Box 217R, BROADCASTING

WANTED TO BUY

Stations

I WILL BUY YOUR
RADIO STATION

Must have potential and be reasonably priced for quick sale.

CALL

Leon Walton

Alice, Texas

Mohawk 4-4324 Box 731

NO BROKERS

Continued from page 110

holdings in either station. Ann. Nov. 2.

KTVR (TV) Denver, Colo.—Seeks assignment of license from **KTVR Inc.** to **Gotham Bcstg. Corp.** Merger into parent corporation. Gotham Bcstg. Corp. owns WINS New York, N.Y. Ann. Nov. 2.

KZIX Ft. Collins, Colo.—Seeks transfer of control from **Horsetooth Bcstg. Co.** to **Pea Ridge Bcstg. Co.** for $35,000 in common stock. Principal purchaser is **Leslie P. Ware** 98%. Mr. Ware has majority interests in KLPW Union KYRO Potosi, and KOKO Warrensburg, all Missouri. Ann. Oct. 28.

WBZY Torrington, Conn.—Seeks transfer of control of **Pioneer States Bcstrs. Inc.** from **Albert L. Capstaff** 69.4% to **Bernard J. Zucker** for $28,000. Mr. Zucker has interests in WNAB Bridgeport and WATR Waterbury, both Connecticut. Ann. Oct. 28.

WJEM Valdosta, Ga.—Seeks transfer of control of **Lowndes County Bcstg. Co.** from **J.E. Massey Jr.** and **Sue Nelson Massey** 40% each, and **J.C. Johnson** 20% to **J.E. Massey** and **J.C. Johnson** 40% each and **Sue Nelson Massey** 20% for $21,000, paid by Mr. Johnson to Sue N. Massey. Ann. Oct. 28.

WBRO Waynesboro, Ga.—Seeks assignment of license from **Collins Corp. of Georgia** to **WBRO Inc.** for $43,500 plus agreement not to compete for 35 years. Principal purchasers are **WJAT Inc.** 99.8% (stock voted by **James R. Denny** .1% president) and **Webb Pierce** .1%. Messrs. Denny and Pierce are 50% owners of WJAT Swainsboro, Ga. Ann. Oct. 29.

WLBK DeKalb, Ill.—Seeks transfer of control of **DeKalb Radio Studios Inc.** from **Theodore Stetzer** 21.54% and others to **George C.** and **Genevieve C. Biggar** 70% and others for $43,987. Ann. Oct. 29.

WCMI-AM-FM Ashland, Ky.—Seeks assignment of license from **Edwina Bcstg. Co.** to **WCMI Inc.** for $160,000. Principals are **G.D. Kincaid** 51% and **Donald J. Horton** 49%. Mr. Horton is majority owner of WHOO-AM-FH Orlando, Fla. and has minority (25%) interests in WFKY Frankfort and WVLK Lexington, both Kentucky. (See WOMP-AM-FM Bellaire, Ohio, these listings). Ann. Nov. 3.

KAGE Winona, Minn.—Seeks transfer of minority control from **Albert S. Tedesco**, sole owner, d/b/a **Winona Bcstg. Co.** to **Albert S. Tedesco** 85% and **Patricia W. Tedesco** 15%. Transfer of stock; no financial consideration involved. Ann. Oct. 30.

WBNY Buffalo, N.Y.—Seeks assignment of license from **Roy L. Albertson Inc.** to **WBNY Inc.** for $535,000 plus $75,000 for covenant not to compete for 5 years. Principals are **Nathan Straus,** 100% class A voting stock and **R. Peter Straus,** 58.33% class B non-voting stock. Nathan Straus is 80% class A owner of WMCA Inc., licensee of WMCA N.Y., R. Peter Straus is 20% owner. Ann. Nov. 3.

WPET Greensboro, N.C.—Seeks assignment of license from **Guilford Advertising Inc.** to **WPET Inc.** (a Maryland corp.) for $170,562. Principal purchaser is **James S. Beattie,** 98%. Mr. Beattie is 45% owner of WBUT Butler, Pa. and 33⅓% owner of WELE Daytona Beach, Fla. Ann. Oct. 28.

WOMP-AM-FM Bellaire, Ohio—Seeks assignment of license from **Ohio Valley Bcstg. Co. to WOMP Inc.** for $170,000. Applicants are **G.D. Kincaid** 51% and **Donald J. Horton** 49%. Mr. Horton is majority owner of WHOO-AM-FM Orlando, Fla. and has minority (25%) interests in WFKY Frankfort and WVLK Lexington, both Kentucky. (See WCMI-AM-FM Ashland, Ky., these listings.) Ann. Nov. 3.

KTUT Tooele, Utah—Seeks transfer of control of **Tooele County Radio and Television Bcstg. Inc.** from **Samuel L. Gillette** 47.5%, **Chester L. Price** 47.5% and others to **Samuel L.** and **Zelpha U. Gillette** 49% and **O. Larry Gillette** 2% for $9,900. Ann. Oct. 29.

Hearing Cases

FINAL DECISIONS

By memorandum opinion and order, Commission (1) denied petition by Broadcast Bureau for reconsideration of June 17 order but (2) amended that order to make effective date of grant of application of Orange County Bcstg. Corp. to increase power of station WGNY Newburgh, N.Y., from 1 kw to 5 kw and install DA, continuing operation on 1220 kc D, subject to ratification and entry into force of U.S.-Mexican agreement with respect to operation on Mexican clear channels with 5 kw power during daytime hours, and amendment of FCC rules consistent therewith. Comrs. Lee and Ford dissented. Ann. Oct. 28.

By order, Commission, on petition by applicants, made effective immediately Oct. 8 initial decision and granted applications of Tyrone Bcstg. Co. to change facilities of station WTRN Tyrone, Pa., from 1290 kc, 1 kw D to 1340 kc, 250 w unl., with engineering condition, and Triangle Publications Inc., to change facilities of station WFBG Altoona, Pa., from 1340 kc, 250 w unl., to 1290 kc, 1 kw-N kw-LS DA-2; both conditioned that program tests on new frequencies be commenced at same time. Ann. Oct. 28.

INITIAL DECISIONS

Hearing Examiner Annie Neal Huntting issued supplemental initial decision looking toward affirming Commission's grant of application of Beaumont Bcstg. Corp. for new tv station (KFDM-TV) to operate on ch. 6 in Beaumont, Tex., and denying competing application of The Enterprise Co. (On April 29 Commission reopened record and designated proceeding for further hearing pursuant to U.S. Court of Appeals remand.) Ann. Oct. 30.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Mon-Yough Bcstg. Co. to increase daytime power of station WMCK McKeesport, Pa., from 1 kw to 5 kw, continuing operation on 1360 kc with 1 kw-N, DA-N. Ann. Nov. 3.

OTHER ACTIONS

By order, Commission granted petition by Golden Empire Bcstg. Co. (KHSL-TV ch. 12), Chico, Calif., to file additional comments upon alternative proposal by S.H. Patterson (KSAN-TV ch. 32), San Francisco, in proceeding involving conflicting proposals to allocate additional vhf channel at San Francisco or Sacramento, and two additional vhf channels (one educational) at Reno, Nevada. Such comments may be filed by any interested party on or before Nov. 8. Ann. Oct. 29.

By memorandum opinion and order, Commission denied petitions by Henry B. Clay and American Bcstg. Co. for reconsideration of Jan. 28 denial of Clay's request for rule making to assign ch. 10 to Shreveport, La.,

STATIONS — FOR SALE

SOUTHERN CALIFORNIA RADIO STATION

1000 watts—possible 5000 watts. Tremendous growth area. 1,000,000 population in coverage area. Purchase price $350,000, 30% down, balance five years.

Box 984P, BROADCASTING

VIRGINIA AM STATION

Experienced broadcaster and multiple owner desires purchase small-medium market station preferably Shenandoah Valley area. Will run high type operation.

Box 199R, BROADCASTING.

Calif.	Single	250w-F	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Ariz.	Small	1kw-D	65M	terms
Mass.	Monop.	250w	135M	terms
Fla.	Medium	250w-F	250M	terms
Ala.	Medium	250w	160M	terms
Okl.	Medium	1kw-F	150M	terms
N.Y.	Medium	1kw-D	150M	terms
Fla.	Large	5kw-D	185M	terms
Gulf	Metro	1kw-D	100M	terms
Ala.	Metro	1kw-D	175M	terms
East	Major	Combo.	850M	terms
N.E.	Major	1kw-D	325M	terms

And Others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

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Chicago
New York
San Francisco

Please address:
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Atlanta 9, Ga.

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NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Southwest Regional fulltime, major market, $350,000 29%—Texas fulltime, $48,000, $16,500 down—Texas Regional day, $89,500, $39,500 down—Texas Regional day, $100,000. 30 more up to $1,000,000. PATT McDONALD, BOX 9266, AUSTIN, TEXAS, or Jack Koste, 60 E. 42nd, NY 17, NY

NORMAN & NORMAN
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Brokers — Consultants — Appraisers
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STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
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Los Angeles 28, Calif.
HOllywood 4-7279

by deleting ch. 9 from Hot Springs, Ark., and giving that city ch. 64, substitute ch. 9 for ch. 11 at Little Rock, and ch. 11 for ch. 10 at El Dorado, Ark. In same memorandum. Commission denied petition for rule making by KWHN Bcstg. Co. (KWHN), Fort Smith, Ark., proposing second vhf channel in Fort Smith by shifting ch. 9 from Hot Springs to Fort Smith. Ann. Oct. 29.

By order, and on its own motion, Commission stayed effectiveness of previous denials of extension of authority for various fm broadcast stations to continue rendering functional music service on simplex basis. This is being done pending disposition by Court of Appeals of petitions for review of Commission's denials and reconsideration by Commission of its prior actions in view of court's Nov. 7, 1958 decision which invalidated Commission rules requiring such service to be multiplexed. Supreme Court on Oct. 12, 1959 denied Commission's request for *certiorari*.

Fm stations affected by stay are KUTE (FM) Glendale, KDFC (FM) San Francisco, and KMLA and KRKD Los Angeles, Calif.; WDDS Syracuse, and WBFM New York, N.Y.; WLDM (FM) Detroit, Mich.; WWDC (FM) Washington, D.C.; WKJF (FM) Pittsburgh, Pa.; WCFM (FM) St. Louis, Mo.; WMIT (FM) Charlotte, N.C.; WEAW (FM) Evanston, Ill.; WNAV (FM) Annapolis, Md., and WMMW (FM) Meriden, Conn. Ann. Oct. 29.

By order, Commission granted petition by WGAL Inc. (WGAL-TV ch. 8, Lancaster, Pa.) to file additional pleading in response to reply by Triangle Publications Inc., in support of latter's counterproposal to delete ch. 8 from Lancaster in lieu of adding ch. 12 to Harrisburg. Ann. Oct. 29.

By order, Commission amended Sec. 3.39 of broadcast rules to permit am stations to use plug-in type of ant. ammeters in lieu of permanently wired-in meters. This action stems from petition by Florida Assn. of Broadcasters. Ann. Oct. 29.

By order, Commission postponed from Oct. 30 to Nov. 30 effective date of amended Sec. 1.351 of procedural rules adopted Sept. 18 so that date for processing applications of am clear channels specified therein would coincide with effective date of criteria set forth in report and order and supplemental report and order in daytime skywave proceeding. Ann. Oct. 29.

Upon request by Hall Bcstg. Co. for withdrawal of its request for oral argument, Commission cancelled oral argument scheduled for Nov. 13 on application of Santa Monica Bcstg. Co. for new class A fm station in Santa Monica, Calif. Ann. Oct. 28.

By memorandum opinion and order, Commission granted petitions by respondent Albany Radio Corp. (KWIL), Albany, Ore., and Broadcast Bureau for review of examiner's ruling of July 6 to extent of, on Commisssion's own motion, removing from hearing status application of John W. Davis for increase of power of am station KPDQ Portland, from 1 kw to 5 kw, on 800 kc D, and returning that application to pending file pursuant to Commission's public notice of June 18, 1957, pending ratification and entry into force of agreement between the U.S. and Mexico with respect to operation on Mexican clear channels with 5 kw during daytime hours; dismissed as moot petition by KWIL for stay of July 6 examiner's order. Ann. Oct. 28.

By memorandum opinion and order, Commission denied petitions by Nathan Frank (WNBE-TV ch. 12), New Bern, N.C., to stay reconsider or set aside July 15 grant to Peninsula Bcstg. Corp. for mod. of cp of station WVEC-TV to operate on ch. 13 in lieu of ch. 15 in Hampton, Va. Ann. Oct. 28.

Catskills Bcstg. Co., Ellenville, N.Y.—Designated for consolidated hearing applications for new am stations to operate on 1370 kc, 500 w, D. Ann. Oct. 29.

KUTY Palmdale, Louis Helfman, Fontana, KWIZ Santa Ana, all Calif.—Designated for consolidated hearing applications of Mr. Helfman for new am station to operate on 1470 kc, 500 w, D; KUTY to increase power from 1 kw to 5 kw, continuing operation on 1470 kc, D; and KWIZ to change operation on 1480 kc from 1 kw, DA-N, Unl. to 1 kw-N, 5 kw-LS, DA-2; made KPAS Benning, and KTYM Inglewood, parties to proceeding. Ann. Oct. 29.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through November 3

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,368	66	95	743
FM	605	56	157	101
TV	468[1]	58	96	126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through November 3

	VHF	UHF	TOTAL
Commercial	445	81	526
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through September 30, 1959

	AM	FM	TV
Licensed (all on air)	3,358	600	465
CPs on air (new stations)	59	46	54
CPs not on air (new stations)	105	157	101
Total authorized stations	3,522	803	669
Applications for new stations (not in hearing)	490	62	57
Applications for new stations (in hearing)	219	29	69
Total applications for new stations	709	91	126
Applications for major changes (not in hearing)	604	32	32
Applications for major changes (in hearing)	162	6	18
Total applications for major changes	766	38	50
Licenses deleted	1	0	1
CPs deleted	1	1	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

Granted petition by KEED Inc., for extension of time to and including Nov. 28 to file exceptions and brief to initial decision in proceeding on its application and that of Liberty Television Inc., for new tv stations to operate on ch. 9 in Eugene, Ore. Action Oct. 30.

Granted petition by Broadcast Bureau for extension of time to Oct. 29 to file responses to petition for review of order of Chief Hearing Examiner denying "petition for reconsideration of dismissal of Sam H. Bennion application and to accept appearance" in Idaho Falls, Idaho, tv ch. 8 proceeding. Action Oct. 28.

By Chief Hearing Examiner James D. Cunningham

Denied petition by Interstate Bcstg. Inc. (WQXR) New York, N.Y., for leave to intervene in proceeding on applications of County Bcstg. Corp., for am facilities in Gloucester, Mass., et. al. Action Oct. 29.

Scheduled oral argument for 9:30 a.m., Nov. 4 on petition by Rossmoyne Corp. (WCMB) Harrisburg, Pa., for leave to intervene in proceeding on am applications of Tiffin Bcstg. Co. Tiffin, Ohio, et al., with reference to application of Keystone Bcstg. Corp. (WKBO) Harrisburg. Action Oct. 30.

Granted joint motion by George T. Hernreich and Patteson Brothers for continuance of certain procedural steps in proceeding on their applications for new tv stations to operate on ch. 8 in Jonesboro, Ark.; continued date for commencement of evidentiary hearing and introduction of applicants' written cases from Nov. 3 to Jan. 5, 1960, and date for examination of witnesses from Nov 9 to Jan 12. Action Oct. 29.

Scheduled hearings in the following am proceedings on the dates indicated: *Jan. 4, 1960:* Santa Rosa Bcstg. Co., Santa Rosa, Calif. Madison Bcstrs., Madison, S.D.; *Jan. 7:* Tri-State Bcstg. Co. (WGTA) Summerville, Ga. Actions Oct. 27; *Feb. 15:* Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Oct. 28.

Upon request of WBEN Inc. (WBEN) Buffalo, N.Y., scheduled oral argument for Nov. 3 at 9:15 a.m., on its petition for leave to intervene in proceeding on application of Martin Karig for am facilities in Johnstown, N.Y. Action Oct. 28.

Granted petition by Granite City Bcstg. Co. to extent that it involves dismissal of its application for am facilities in Mount Airy, N.C., and dismissed application with prejudice. Action Oct. 27.

By Hearing Examiner J. D. Bond

Denied petition by Floyd Bell for leave to amend his application for am facilities in Texarkana, Tex., and rejected amendment which consists of technical information; application is in consolidated proceeding with am applications of WACO Radio Co., Waco, Tex., et al. Action Oct. 27.

By Hearing Examiner Basil P. Cooper

Scheduled prehearing conference for Nov. 10 in proceeding on fm applications of Mount Wilson FM Bcstrs. Inc. (KBCA [FM]) Los Angeles, and Freddot, Ltd. (KITT [FM]) San Diego, Calif. Action Oct. 28.

By Hearing Examiner Charles J. Frederick

Scheduled prehearing conference for Nov. 20 in proceeding on application of Madison Bcstrs., Madison, S.D. for am facilities. Action Oct. 29.

By order, specified dates for exchange of engineering data and for further prehearing conferences by groups in proceeding on am applications of Tiffin Bcstg. Co., Tiffin, Ohio, et al, and continued further hearing from Nov. 23 to a further date or dates to be determined at prehearing conferences. Action Oct. 27.

By Hearing Examiner Millard F. French

On own motion, scheduled hearing for Nov. 23 at 9:45 a.m., in proceeding on am applications of Graves County Bcstg. Inc., Providence, Ky., and Muhlenburg Bcstg. Co. (WNES) Central City, Ky. Action Oct. 27.

By Hearing Examiner Annie Neal Huntting

Granted petition by Fortune Bcstg., Salt Lake City, Utah, for extension of time to Nov. 2 to file reply to petition by Pioneer Bcstg. Co., Spanish Fork, Utah, for enlargement of issues in proceeding on their am applications, et al. Action Oct. 29.

Granted oral request by WMAX Inc. (WMAX) Grand Rapids, Mich., for continuance of hearing from Nov. 2 to Nov. 17 at 2 p.m., in proceeding on its am application. Action Oct. 30.

Granted petition by Telemusic Co. for extension of time to Dec. 1 to file proposed findings of fact and conclusions in proceeding on its application for fm facilities in San Bernardino, Calif. Action Oct. 29.

Dismissed as moot motion by Beaumont Bcstg. Corp. to strike opposition by The Enterprise Co. to motion to strike proposed findings in Beaumont, Tex., tv ch. 6 remand proceeding. Action Oct. 29.

Denied motion by Beaumont Bcstg. Corp. to strike proposed findings of fact and conclusions of law by The Enterprise Co. in Beaumont, Tex., tv ch. 6 remand proceeding. Action Oct. 27.

By Hearing Examiner Jay A. Kyle

Granted petition by Walter G. Allen for extension of time from Nov. 2 to Nov. 17 to file proposed findings of fact and conclusions of law and from Nov. 9 to Dec. 1 for replies in proceeding on his application and that of Marshall County Bcstg. Co., Inc., for new am stations in Huntsville and Arab, Ala. Action Nov. 2.

On own motion, extended time for filing proposed findings and conclusions from Nov. 2 to Nov. 17 and for replies from Nov. 9 to Dec. 1 in proceeding on applications of Sheffield Bcstg. Co. and J.B. Falt Jr., for

am facilities in Sheffield, Ala. Action Nov. 2.

Upon informal request of Broadcast Bureau and with concurrence of other parties in proceeding on application of Richard B. Gilbert for am facilities in Tempe, Ariz. continued time for filing proposed findings and conclusions from Oct. 27 to Nov. 3 and for replies from Nov. 2 to Nov. 9. Action Oct. 27.

By Hearing Examiner Forest L. McClenning

Upon consideration of informal request of Denver Bcstg. Co., on own motion, extended time for exchange of written sworn exhibits from Nov. 1 to Nov. 6 in proceeding on Denver's application and that of Satellite Center Radio Co., for am facilities in Denver and Arvada, Colo. Action Oct. 28.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for Nov. 23 in proceeding on application of Santa Rosa Bcstg. Co., for am facilities in Santa Rosa, Calif. Action Nov. 2.

Dismissed request by Lawrence W. Felt for continuance of prehearing conference in proceeding on his application and that of International Good Music Inc., for fm facilities in Carlsbad and San Diego, Calif., and affirmed Nov. 17 date for prehearing conference. Action Oct. 28.

Granted petition by Herbert T. Graham for leave to amend his application for am facilities in Lansing, Mich., by correcting certain mathematical and typographical errors in program statistics; application is consolidated for hearing with Triad Tele. Corp., for am facilities in Lansing. Action Oct. 28.

By Hearing Examiner Horace Stern

Scheduled prehearing conference for Nov. 20 at 11 a.m. in Springfield, Ill., deintermixture rulemaking remand proceeding. Action Oct. 30.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of October 30

K70AQ Likely, Calif.—Granted license covering change in tv translator station.

KOTA-TV Rapid City, S.D.—Granted superseding license to correct geographic coordinates.

WONE Dayton, Ohio—Granted cp to install new trans. at main trans. location for aux. purposes only.

KCHJ Delano, Calif.—Granted cp to change trans. and studio location.

WOLS Florence, S.C.—Granted cp to install new trans.

KWLM Willmar, Minn.—Granted cp to install new trans. and make changes in transmitting equipment.

WRAK-FM Williamsport, Pa.—Granted cp to change frequency to 102.7 mc; ERP to 53 kw; decrease ant. height to 1,260 ft., and install new ant. and new trans.

KMRC Morgan City, La.—Granted cp to change transmitter location and make change in ground system.

***KUOM Minneapolis, Minn.**—Granted to install new trans.

KSAN San Francisco, Calif.—Granted cp to install new trans.

KGHL Billings, Mont.—Granted cp to install new trans.

WGBS-FM Miami, Fla.—Granted cp to increase ERP to 18 kw; ant. height to 250 ft.; change trans. location and install new ant. (side-mount fm ant. on WGBS tower #2); remote control permitted; conditions.

WMBO Auburn, N.Y.—Granted cp to install new trans.

WMRT (FM) Lansing, Mich.—Granted mod. of cp to increase ERP to 30 kw; increase ant. height to 370 ft.; change translocation; specify studio same as trans. location; install new ant. and make changes in ant. system.

WJIM-FM Lansing, Mich.—Granted mod. of cp to make changes in ant. system; decrease ERP to 28 kw and increase ant. height to 440 ft.

WQXT Palm Beach, Fla.—Granted mod. of cp to change type trans.

WEEB Southern Pines, N.C.—Granted mod. of cp to change type trans.

WCMI-AM-FM Ashland, Ky.—Granted change of remote control authority.

Following stations were granted extensions of completion dates as shown: KSFV (FM) San Fernando, Calif. to March 3, 1960; WEBR-FM Buffalo, N.Y. to Feb. 15, 1960; KGFL Roswell, N.M. to Nov. 30; WKVT Brattleboro, Vt. to Jan. 30, 1960; WCHD (FM) Detroit, Mich. to Jan. 25, 1960; WCBM-FM Baltimore, Md. Feb. 18, 1960 and WITA-FM San Juan, P.R. to March 28, 1960.

Actions of October 29

KDOM Windom, Minn.—Granted assignment of license to **KDOM Inc.**

WMMH Marshall, N.C.—Granted assignment of license to **Marshall Bcstg. Inc.**

Granted licenses for following tv translator stations: K72AZ Television Improvement Association, Ukiah, Calif.; K71A0 Wallowa Valley Tv Association Inc., Wallowa Valley, Ore.; W73AC Northeastern Pennsylvania Bcstg. Inc., Clarks Summit, Dalton & Waverly, Pa.; W79AC WBRE-TV Inc., Clarks Summit, Dalton & Waverly, Pa.

WLUC-TV Marquette, Mich.—Granted cp to change main studio location; waived Sec. 3.613(b) of rules.

Actions of October 28

WSEB Sebring, Fla.—Granted cp to replace expired permit for am station.

KWWL Waterloo, Iowa—Granted mod. of cp to change DA pattern for nighttime operation.

WMMW-FM Meriden, Conn.—Remote control permitted for main trans. (2nd remote control point).

WHP Harrisburg, Pa.—Remote control permitted for main trans. while using nondirectional ant.

WTOT Marianna, Fla.—Granted change of remote control authority.

KALV Alva, Okla.—Granted authority to sign-off at 7 p.m. except for special events, for period ending Nov. 30.

KWYN Wynne, Ark.—Granted authority to operate specified hours of 5 a.m. to 6:15 p.m., except for special events, for period ending Jan. 30, 1960.

KWWL Waterloo, Iowa—Granted extention of completion date to Nov. 16.

Actions of October 27

KIPA Hilo, Hawaii—Granted involuntary transfer of control from estate of **Alan H. Pollock** to **Jedd McClatchy** and **Thomas J. MacBride.**

WNOS-AM-FM High Point, N.C.—Granted assignment of license to **Doss Bcstg. of North Carolina Inc.**

KBUY Amarillo, Tex.—Granted assignment of license to **David R. Worley,** et al., d/b/a **Amarillo Bcstrs Ltd.**

WYRN Louisburg, N.C.—Granted assignment of license to **Joseph T. Lane** tr/as **Franklin Bcstg. Co.**

KLMO Longmont, Colo.—Granted assignment of license to **Radio Longmont Inc.**

KLRO San Diego, Calif.—Granted assignment of cp to **Multi Casting Corp.**

WFNC Fayetteville, N.C.—Granted cp to install new trans. as aux. trans. D and alternate main night.

WFNC Fayetteville, N.C.—Granted cp to install new trans. as main trans. and change type trans.

Following stations were granted extensions of completion dates as shown: WJZ-TV Baltimore, Md. (main trans. & ant.) to Dec. 4; WPTT(TV) Augusta, Me. to May 1, 1960; WPTZ(TV) North Pole, N.Y. to May 1, 1960 and WSTE(TV) Fajardo, P.R. to May 18, 1960.

Actions of October 26

Columbia Bcstg. System Inc., Chicago, Ill.—Granted license for 4 trans. in low power broadcast service.

KPSR(FM) Palm Springs, Calif.—Granted mod. of cp to change studio location; remote control permitted.

WRMN Elgin, Ill.—Granted change of remote control authority.

WPCT Putnam, Conn.—Granted change of remote control authority.

WVBR-FM Ithaca, N.Y.—Granted extension of completion date to April 13, 1960.

WCRM Clare, Mich.—Granted extension of completion date to Dec. 31.

Action of October 21

WAGC Chattanooga, Tenn.—Granted assignment of cp to Middle Georgia Bcstg. Co.

Action of October 19

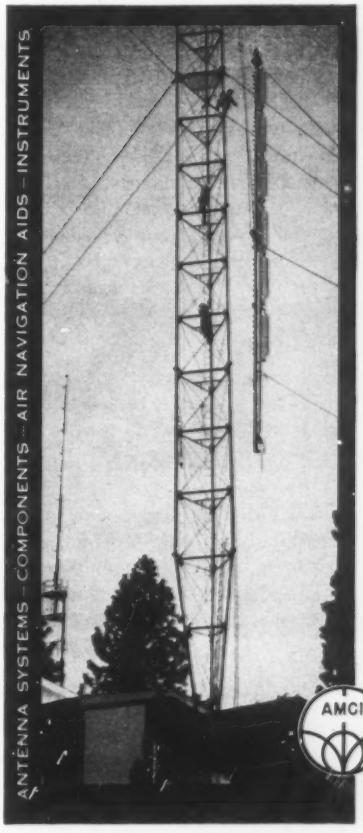
WABG-TV Greenwood, Miss.—Granted cp to replace expired cp for tv station.

Action of October 16

WBRC-FM Birmingham, Ala.—Granted cp to increase ant. height to 1,110 ft. and make changes in ant. system; ERP 16 kw.

License Renewals

Following stations were granted renewal of license: KMIN Grants, N.M.; KOZE Lewiston, Idaho; KWYK Farmington, N.M.; KSJB Jamestown, N.D.; KAPR Douglas, Ariz.; KMUR Murray, Utah; KPOK Scottsdale, Ariz.; KAAA Kingman, Ariz.; KTER Terrell, Tex.; KOFA Yuma, Ariz.; KONI Phoenix, Ariz.; KWAL Wallace, Idaho; KELE-FM Phoenix, Ariz.; KTWO-TV KPD-31, Casper, Wyo.; KFMM(FM) Tucson, Ariz.; KLIX-TV Twin Falls, Idaho; KCLO Leavenworth, Kan.; KTKT Tucson, Ariz.



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GULF PRESS CONFERENCE **4**

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them —a fuller understanding of the oil industry.

The other face of world trade

A surprising number of Americans—in this day of international and even outer-spatial limits—still think we ought to be padlocking our borders. To them, world trade is the villain of the piece. A give-with-no-get proposition. A threat to home markets. Happily, growing numbers of us are aware of world trade's other face. A welcoming, productive, mutually profitable face. One we, in turn, should turn freely and fully to the world.

Q. Why not live and let live? Why become heavily involved in world trade?

A. We're *already* heavily involved. Take oil for example. (It happens to be the biggest single item in world trade with some 5¼% of the total value.) By 1957 figures, the latest available, some 150 American oil companies had $9 billion in direct private interests abroad. They held a direct interest in 64% of the Free World's oil supply.

Q. Don't these interests concern, at most, a tiny minority of Americans?

A. Not so. These American companies represented an estimated two million stockholders. And over the last two years, even this number has grown.

Q. Does what you say for oil necessarily hold true for all our business?

A. Judge for yourself. It's true that our oil companies' $9 billion was our largest private foreign investment. But—again in 1957—the U. S.'s *total* private investment outside the country was a whopping $25 billion plus.

Q. You've only talked investment. How much actual trading do we do?

A. In 1957, we imported $13 billion in goods. We balanced that figure with $20 billion in exports. When you compare the total with our Gross National Product for that year—$440 billion—our world trade can obviously stand some growing. But $33 billion in world trade is still a lot of money.

Q. The activity is impressive but what specifically was in it for us?

A. Our investments gave us a measure of this. They yielded us a $3.4 billion return. However you figure it, that's a healthy percentage of capital. And a good part of this return found its way into the pockets of America's stockholders.

Q. You seemed to suggest our world trade yields dividends beyond money.

A. Yes it does. Bear in mind that American investors will naturally seek out friendly countries. In doing so, they help develop the strength and stability of these allies. Our private interests further our national interests—and at no cost to the taxpayer. Over and above this, of course, the act of doing business *itself* adds to mutual knowledge and understanding.

Q. Let's focus on imports for the moment. As the richest country in the world, can't we get by without them?

A. Just run down the list of things we don't have enough of. Iron ore, bauxite, tin, nickel, wood pulp, platinum, special minerals we use in the super-alloys of such items as our jet engines, many more. And a lot of us would be less than happy without such items as our coffee, tea, cocoa, spices, hides and furs. We still count on foreign sources for much of our newsprint, too.

Q. Are our governmental policies generally helpful to our world trade?

A. Yes and no. The government allows some tax advantages to U. S. corporations that invest in the Western Hemisphere. It usually exempts foreign earnings from double taxation. But our policies—and thus the effort they support—fall a lot short of our national competitors'.

Q. Can you give us some example of the competitive effort we are facing?

A. One might be the "common market" plan six of our European Allies are developing. They've seen how, in our own industrial development, mass marketing has led to mass production and, hence, lowered prices. They are now lowering trade barriers so that, within a decade, none will exist. An Italian buyer, for example, will pay about the same price for a German car as the German will.

Q. As a nation, what can we do to improve our world trading position?

A. For one thing, we should rework our policies to a point where we are on a competitive par. That means exempting our companies from taxes on foreign earnings until they are returned to this country. This in itself would free money for reinvestment. And we should apply the tax exemptions which our Western Hemisphere companies enjoy to *all* of our outside U. S. investors.

Q. Can we hope to match our competitor nations on the world price front?

A. Here again, some reworking is needed. In spite of higher labor costs, strangely enough, a U. S.-made product often carries a lower price tag than the same item made abroad. To cite one reason, our labor, with its modern tools, is often more productive. But we have to intensify our efforts to hold the line on inflation, particularly on such basic costs as industrial power and energy.

We welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.

OUR RESPECTS TO . . .

Odin Sayles Ramsland

A bank failure back in 1931, when many financial institutions hit bottom, was "possibly one of the most fortunate events" in his early life, Odin Ramsland recalled recently. When it happened to his father, he was faced with the choice of dropping out of the U. of North Dakota or working his way through school. He stayed and became self-supporting, an attribute that later characterized much of his broadcasting career.

There were other incidents, perhaps the most significant being his association with the late Dalton LeMasurier and A. H. Flaten, now a sales executive with CBS. As a team, they launched KDAL Duluth, Minn., and went on to enjoy a rewarding association and friendship. Much of the *esprit de corps* rubbed off on its employes.

In the Duluth-Superior (Wisconsin) market today, both KDAL radio and KDAL-TV are established community entities and profitable operations, due largely to the policies and philosophies of Mr. Ramsland as vice president and general manager.

Mild-mannered and personable, Odin Sayles Ramsland was born in Faith, S.D., Oct. 29, 1912. He planned to follow in his father's footsteps as a small-town banker. He entered the U. of North Dakota in 1930. After the bank failed in 1931, he continued in school, selling university publications and working for the local power company. He encountered Mr. LeMasurier, then general manager of KFJM Grand Forks, N.D., a struggling independent, and Mr. Flaten, his commercial manager. He continued his schooling, getting his law degree from the U. of Minnesota in 1936.

Helped Start KDAL • Messrs. LeMasurier and Flaten were putting KDAL Duluth on the air and welcomed Mr. Ramsland as a salesman in August 1937. When Mr. Flaten left to join CBS in 1941, Mr. Ramsland became commercial manager. In 1949 Mr. LeMasurier sold 10% of the company's stock to R. A. Dettman, chief engineer, and Mr. Ramsland and elevated both to vice presidents. (Mr. Dettman is credited with helping KDAL secure its 610 kc frequency and upper - three - state - area coverage and with possessing the technical knowledge needed to win ch. 3 for KDAL-TV during competitive hearings.) Before Mr. LeMasurier's untimely death in 1957 in an airplane crash, he made provision for holding stock in trust, to be administered by Messrs. Ramsland and Dettman, as vice presidents and as general manager and secretary, respectively.

Through the years (1941-1957) they worked as a team with Mr. LeMasurier, controlling stockholder and an acknowledged taskmaster and perfectionist. Looking back, Mr. Ramsland reports, "The three of us made an excellent combination and rarely got in each other's way. . . . It was one of the happiest ownership relationships I have ever known." He adds, with characteristic humility:

"The philosophy of KDAL-AM-TV is a difficult one to put your finger on. I am sure that no one in an executive position . . . has ever taken himself very seriously, and everyone has been invited to comment and make suggestions. For example, the station has always been operated on a first-name basis, and from the day an employe is hired, he is instructed to call everyone by his first name. There are never any closed doors; the manager's door is open 99% of the time, and everyone feels free to walk in and discuss his or her problems or make suggestions for improvement of the operation."

Incentive Plan • This philosophy was translated into dollars and cents with the initiation of a profit-sharing plan for employes in 1950. The trust fund, administered by employes and handled by a local bank, now claims $150,000; for the past few years, it has amounted to about 10% of the employes' total annual income. Says Mr. Ramsland: "It epitomizes my philosophy that incentive is necessary for everybody. I like to have my sales people on a commission-incentive arrangement with an increased percentage for higher production." It works for KDAL-AM-TV, allowing everyone to share in the profits.

KDAL-AM-TV's RAMSLAND
He didn't bank on banking

Much of the sales spark is still engendered by Mr. Ramsland, though not to the degree he was active from 1941 to 1957. In Duluth proper, a two-station market in radio and tv, KDAL-TV is a primary affiliate of CBS-TV (and ABC secondary). It began operation March 14, 1954, with Red River Broadcasting Co. as owner and licensee. KDAL-TV also maintains a string of translator stations in Minnesota.

KDAL radio is an affiliate of CBS, whose Program Consolidation Plan Mr. Ramsland moderately criticized at the recent network radio affiliates annual convention in New York. At best, he said on a panel, it appears to be only a stopgap plan (AT DEADLINE, Sept. 28).

"I did not like the idea then and I still do not like the principle," he told affiliates, but KDAL couldn't program adequately without network news, special events and public affair services. But, with a revamped operation, he conceded, ratings increased substantially and the station's "overall tone" improved. He expressed hope CBS will provide still better service within the 30-hour structure and eventually resume "payment for our time in the blue areas."

With PCP as the catalyst, KDAL beefed up its news department by installing shortwave equipment in "prowl" cars, recording all CBS newscasts, hiring an additional reporter-legman and changing its editorial policy. KDAL replaced daily opinions with periodic 90-second "minitorials," saturating the air for one day. KDAL also upgraded local shows and launched a "something for everybody" music concept.

Station Ownership • Mr. Ramsland owns 11.11% of the stock (77.77% is still controlled by Mr. LeMasurier's estate) and he and Mrs. LeMasurier, president of Red River, own 20% each of WECL Eau Claire, Wis., and 16⅔% of KBIZ Ottumwa, Iowa. He also holds 18.6% of KWEB Rochester, Minn.

Mr. Ramsland is a member of the NAB Radio Board, reflecting his participation in industry affairs. He served on the original Sales Managers Executive Committee of NAB and was active in founding Radio Advertising Bureau. His main civic interest is the industrial bureau of the Duluth Chamber of Commerce, on which he's been active since 1945. He married the former Vivian Helgerson and they have three children—Nancy, 18, a freshman at the U. of North Dakota; James, 16, attending Shattuck Prep School at Faribault, Minn., and Linda, 12. He claims two hobbies—hunting in the fall and working on their new lake home in Wisconsin, a project he began four years ago.

Pilgrims' progress

TELEVISION has become the central figure in a morality play as classic as any ever written. All the elements are there: innocence in conflict with guile, moral principle in conflict with cupidity. So far the play lacks only one detail, an ending.

It seems to us that the ending must be supplied by television itself if television is to profit from the adversities it has suffered. By "television" we mean the networks and stations that make up the television system of the U.S. It is they that will be damaged if this play turns out badly. It is they, and they alone, who must take the initiative in fashioning an outcome that will turn the Harris committee hearings into an instrument for lasting good.

Television inherited from radio a set of operating practices that encouraged diffusion of authority. Some shows are owned outright by their sponsors, others by independent producers, others by the network or the station; some are owned 50-50 by sponsor and producer or by producer and network; the ownership of others is even more diverse. To the same degree that ownership is divided, so is authority. On the air today are many programs over which networks and stations exercise practically no control.

Diffusion of authority has led inevitably to diffusion of responsibility. Put another way, it has created the perfect excuse to *escape* responsibility. The history of the quiz programs on CBS-TV and NBC-TV demonstrates the escape hatch in action. Take *Twenty One* as an example.

At the time Charles Van Doren was a contestant, *Twenty One* was owned by Barry & Enright Productions and sponsored on NBC-TV by Pharmaceuticals Inc.

Did NBC try to find out whether Mr. Van Doren was being rehearsed? No, Mr. Van Doren told the Harris committee last week, never. Was Pharmaceuticals Inc. keeping a close watch on the preparation of the shows? No, he never met anyone from the sponsoring company or its agency.

It is now appropriate to ask the question: Who *was* responsible for keeping *Twenty One* clean? The answer is: Nobody. The network was acting only as a vehicle carrying the program. The sponsor and its agency were thinking of the show only as a vehicle carrying advertising messages. Barry & Enright was thinking of it only as the source of a fast and very large buck. Among all the people who in some way had a direct connection with the show, not one felt a personal sense of editorial responsibility.

IF TIME could be recalled and *Twenty One* revived under new rules of control, who *should* be given the authority and responsibility to make certain it met reasonable standards?

Should the sponsor be put in charge? A company buys television advertising for the same purpose that it buys any other kind of advertising. In television the advertiser and its agency may become more directly involved in the production of the vehicle carrying the advertising than they do in the production of newspapers and magazines. But no matter how extensive the contribution of the sponsor and its agency to the production of a television show, the purpose of the advertiser's participation remains the same. It is silly to suppose that the advertiser's obligation goes beyond the objective of obtaining exposure for its advertising.

Should the packager or producer be put in charge? Assume that all producers are motivated by purest principle, an assumption difficult to make on the record of the quiz hearings. Even so, the producer is acting with narrowness of view. He is wholly preoccupied with his own shows which, at most, constitute a fraction of a network's or station's total output. To cede authority to the producers would hopelessly fragmentize editorial control.

If order is to be brought to television operations, the networks and stations themselves must take command of all their programs. Present circumstances, we suggest, will force them to take command.

IT IS EASY to understand why networks have hesitated to assert authority over their total program structures. For years they have been threatened with antitrust reprisal for "freezing out" independent program producers from prime time.

Yet we suggest that the quiz hearings and the legislative comments they have provoked have reversed the attitudes in government. In the atmosphere that prevails now, networks could assume total program control, without risking antitrust prosecution, providing of course they did not also extend their influence over affiliates through stricter arrangements for option time.

By total program control we do not mean total program production. There is no corporation big enough to supply all the creative manpower needed to fill a network's program schedule. No corporation of that size could be created. But we suggest there is an analogy to the type of program control that networks could exercise. It is the type of editorial control that a large magazine, *Life* for example, is accustomed to exert.

Life has a large staff over which *Life* editors exercise authority. *Life* also buys art and articles from outside contributors, but *Life* itself must take—and indeed its editors would not wish to avoid—responsibility for the outside contributions that it uses. The assumption of editorial responsibility by the editors in charge is fundamental in American journalism. It must also become fundamental in television.

Why should a television network not take responsibility for everything it broadcasts? Why should it not have a board of editors who can supervise its programs to the same degree that *Life's* editors supervise what *Life* prints, whether created by staff members or contributors?

Until editorial authority is centralized, responsibility in television will continue to be diffused and the temptation to avoid it irresistible.

Drawn for BROADCASTING by Sid Hix

"I just hope CBS doesn't carry that 'no deceit' policy too far!"

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